

The Pulse of the Motion Picture Industry

BOXOFFICE



I AM A MOVIE FAN

I HAVE TRAVELED everywhere. Samarkand and the Barbary Coast. On the camel trails of the Sahara and through the Khyber Pass. I have followed the seaways and the airways to the familiar places and to the strange ports of call all around the world. I am a 20th century Marco Polo.

I am a movie fan.

I saw the Battle of Hastings, and I was there when King John agreed to the Magna Charta. I was present when the redoubts were stormed at Yorktown and "the world turned upside down." I saw the Constitutional Convention, and I have walked with Lincoln in the shadowed White House grounds. All the past is known to me through my own ears and my own eyes. I have lived forever.

I am a movie fan.

Ivanhoe, Micawber and Yancy Cravat are friends of mine. I heard the knight proclaim his challenge in the Lists of Templestowe; I walked the streets of Osage with the Oklahoma pioneers. All the great characters of literature have come alive for me, transmuted from the printed page to men of flesh and blood.

I am a movie fan.

I have heard and watched Chopin and Mozart and Johann Strauss compose their ageless melodies. All the best music has been brought to my ears.

I am a movie fan.

I was with MacArthur on the battleship Missouri. I attended the sessions of the United Nations. I was at the Paris conference. I will be at the next Olympic Games. I am informed of the world of today, for I am present on all great occasions and at all great events.

I am a movie fan.

Good fortune has brimmed my cup. No man before me was ever so richly endowed or more fortunate.

I am a movie fan.

FIRST EXCLUSIVE THEATRE TV
A SELLOUT IN SIX CITIES

Page 8

Entered as second-class matter at the Post Office
at Kansas City, Mo., under the act of March 3, 1879.

CANADIAN EDITION

JUNE 23, 1951



TOPS LAUREL AWARDS!



M-G-M FIRST!

"King Solomon's Mines" Tops.
M-G-M 4 out of first 6:
("King Sol's Mines", "Annie", "Father
of Bride", "3 Little Words").



M-G-M FIRST!

Top Female Star June Allyson.
M-G-M has 2 out of First 3.
(June Allyson, Esther Williams).



M-G-M FIRST!

M-G-M leads with 3 out of First 10.
(Joe Pasternak, Arthur Freed,
Arthur Hornblow, Jr.)



M-G-M FIRST!

MALE: Howard Keel is First.
M-G-M has 2 out of First 3.
(Howard Keel, Carleton Carpenter).
FEMALE: Debbie Reynolds is First.



M-G-M FIRST!

Joel McCrea in "Stars In My Crown."



M-G-M FIRST!

"Tom & Jerry" (Tech.) Top Cartoons.
"Pete Smith" Top Novellies.
"Fitzpatrick" Top Travel.



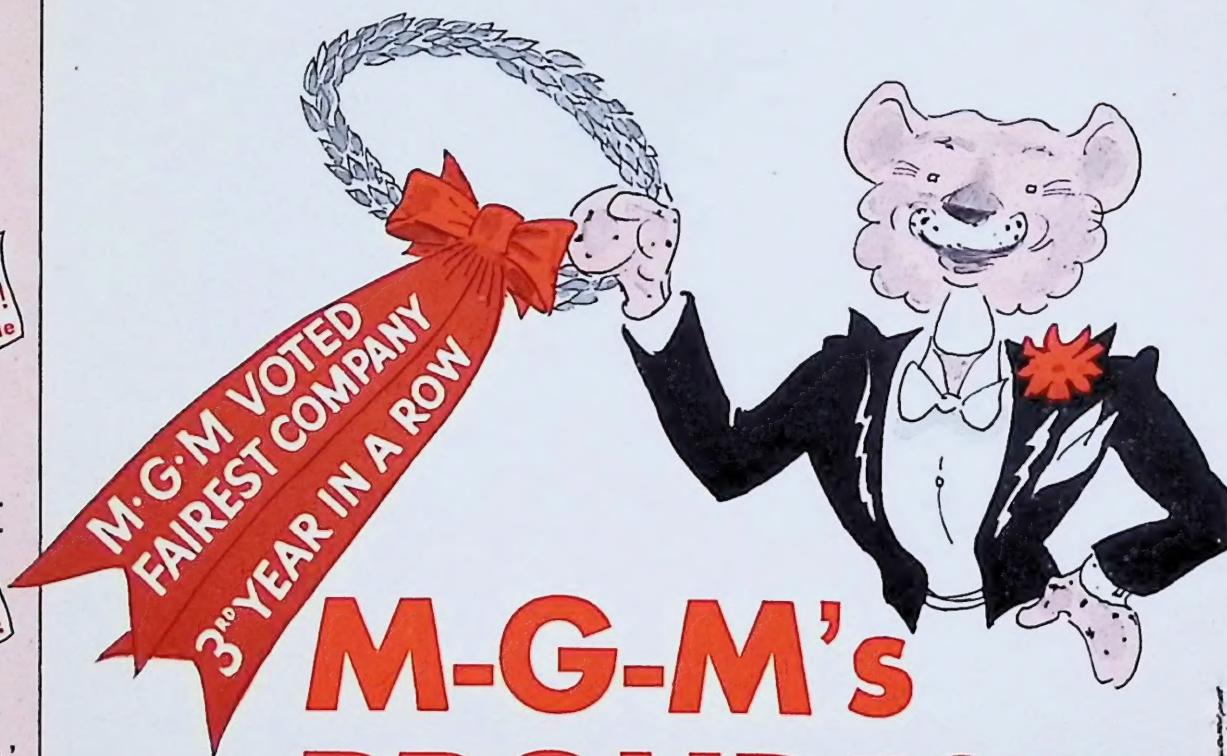
M-G-M EXCLUSIVE!

To Dore Schary as "outstanding
executive leader in promoting
public good will!"

1949: "Which company gives
you the Fairest Break?" **M-G-M**

1950: "Which company gives
you the Fairest Break?" **M-G-M**

1951: "Which company gives
you the Fairest Break?" **M-G-M**



M-G-M's PROUDEST HONOR!

The results of THE EXHIBITOR MAGAZINE'S
Annual LAUREL AWARDS again shower Leo with
many FIRSTS, but his gratitude to you is greatest for
"FAIREST COMPANY" award the 3rd successive year!

TWO TRADE SHOWS THAT BRING NEW CONTENDERS FOR LAUREL AWARDS!



"The Inspiration Behind The Up-Beat at Box-Offices is M-G-M!"

"RICH, YOUNG AND PRETTY"

(Technicolor)

TRADE SHOWS, JUNE 29th



RICH with song and romance! YOUNG as its youthful stars! And PRETTY as a Technicolor jewel! Jane Powell follows her "Royal Wedding" success with a darling show. Tell the Vic Damone fans he's terrific! And that new idol of the gals—Fernando Lamas! Packed with talent and top tunes. It's a sure-fire hot weather attraction!

M-G-M presents "RICH, YOUNG AND PRETTY" • Starring JANE POWELL • DANIELLE DARRIEUX • WENDELL COREY • FERNANDO LAMAS • with Marcel Dalio • Una Merkel Richard Anderson • Jean Murat • And Introducing VIC DAMONE Color by TECHNICOLOR • Screen Play by Dorothy Cooper and Sidney Sheldon • Story by Dorothy Cooper • Directed by Norman Taurog Produced by Joe Pasternak • A Metro-Goldwyn-Mayer Picture

"THE LAW AND THE LADY"

TRADE SHOWS, JULY 10th



Remember gorgeous Greer in "Julia Misbehaves"! She's misbehaving again in her new role as a chambermaid who yearns for luxury and disguised as Lady Lovely embarks on a life of larceny and love. Watch handsome Latin lover Fernando Lamas! Marjorie Main's a riot! Here's a show packed with laughs and action!

M-G-M presents "THE LAW AND THE LADY" • Starring GREER GARSON • MICHAEL WILDING • with FERNANDO LAMAS • MARJORIE MAIN • Screen Play by Leonard Spigelgass and Karl Tunberg • Based on the Play "The Last of Mrs. Cheyney" by Frederick Lonsdale • Produced and Directed by Edwin H. Knopf A Metro-Goldwyn-Mayer Picture

ALBANY	20th-Fox Screen Room	1052 Broadway	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1:30 P.M.
NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2 P.M.

ALBANY	20th-Fox Screen Room	1052 Broadway	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1:30 P.M.
NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2 P.M.

F

Strangers on a Train

O

Captain Horatio

COLOR BY *Technicolor*

R

Jim Thorpe -- ALL AMERICAN

W

A Streetcar Named **D**

A

On Moonlight E

COLOR BY
TECHNICOLOR

R

Force of Arms

D

FORT WORTH

COLOR BY
TECHNICOLOR

rain



FARLEY GRANGER RUTH ROMAN ROBERT WALKER
in ALFRED HITCHCOCK'S "STRANGERS ON A TRAIN" with Leo G. Carroll
Screen Play by Raymond Chandler and Cenzl Ormonde

Hornblower



GREGORY PECK
VIRGINIA MAYO
"CAPTAIN HORATIO
HORNBLLOWER"
directed by RAOUL WALSH
Screen Play by Ivan Goff &
Ben Roberts and Aeneas Mackenzie
From the Novel by
C. S. Forester

AMERICAN



"JIM THORPE—ALL AMERICAN" starring BURT LANCASTER
and CHARLES BICKFORD STEVE COCHRAN PHYLLIS THAXTER
directed by MICHAEL CURTIZ produced by EVERETT FREEMAN
Screen Play by Douglas Morrow and Everett Freeman music by Max Steiner Jim Thorpe, Technical Advisor

esire



The Pulitzer Prize and Critics Award Play
"A STREETCAR NAMED DESIRE"
An ELIA KAZAN Production Produced by CHARLES K. FELDMAN
starring VIVIAN LEIGH and MARLON BRANDO
directed by ELIA KAZAN distributed by WARNER BROS. PICTURES
screen play by TENNESSEE WILLIAMS Based upon the Original Play
"A Streetcar Named Desire," by TENNESSEE WILLIAMS
As Presented on the Stage by Irene Mayer Solznick

ay

OLOR


DORIS DAY
GORDON MacRAE
"ON MOONLIGHT BAY"

with JACK SMITH
directed by ROY DEL RUTH
produced by WILLIAM JACOBS
Screen play by JACK ROSE
and MELVILLE SHAVELSON
Musical Direction Ray Heindorf
Musical Numbers Staged &
Directed by LeRoy Prinz

"FORCE OF ARMS"

starring WILLIAM HOLDEN NANCY OLSON FRANK LOVEJOY
with GENE EVANS - DICK WESSON directed by MICHAEL CURTIZ
produced by ANTHONY VEILLER Screen Play by ORIN JANNINGS music by Max Steiner

RANDOLPH SCOTT
"FORT WORTH"

also starring DAVID BRIAN
PHYLLIS THAXTER
directed by EDWIN L. MARIN
produced by ANTHONY VEILLER
written by John Twist



LOOK

FORWARD!

GO

FORWARD!

WITH



WARNER BROS!

**PICTURE
OF THE
WEEK**



SOMETHING TO CELEBRATE!

Richard Carlson, Fred MacMurray, Eleanor Parker, Bert Friedlob and director George Marshall mark the completion of Friedlob's production, "A Millionaire for Christy," a gay comedy slated for 20th Century-Fox release.

(Advertisement)

THE NATIONAL FILM WEEKLY

Published in Nine Sectional Editions

BEN SHLYEN

Editor-in-Chief and Publisher

JAMES M. JERAULD.....Editor
NATHAN COHEN.....Executive Editor
JESSE SHLYEN.....Managing Editor
IVAN SPEAR.....Western Editor
KEN HUDNALL.....Equipment Editor
JOHN G. TINSLEY.....Advertising Mgr.

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y. John G. Tinsley, Advertising Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showman/Editor Section; A. J. Stocker, Equipment Advertising. Telephone COLUMBUS 5-6370.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Executive Editor; Jesse Shlyen, Managing Editor; Morris Schlozman, Business Manager; Kenneth Hudnall, Editor THE MODERN THEATRE; Herbert Roush, Manager Advertising Sales. Telephone CHESTNUT 7777.

Central Offices: Editorial—624 S. Michigan Ave., Chicago 5, Ill. Jonas Perlberg, Telephone WEBSTER 9-4745. Advertising—35 East Wacker Drive, Chicago 1, Ill. Ewing Hutchison and E. E. Yeck. Telephone ANDOVER 3-3042.

Western Offices: Editorial and Film Advertising—6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, manager. Telephone GLADSTONE 1186. Equipment and Non-Film Advertising—672 S. LaFayette Park Place, Los Angeles, Calif. Bob Weinstein, manager. Telephone DUNKIRK 8-2286.

Washington Offices: Al Goldsmith, 1365 National Press Bldg. Phone Metropolitan 0001. Sara Young, 932 New Jersey N.W.

London Offices: 47, Gloucester Terrace, Lancaster Gate, W. 2. Telephone Paddington 7509. John Sullivan, Manager.

Publishers of: THE MODERN THEATRE, published monthly as a section of BOX-OFFICE; BOXOFFICE BAROMETER.

Albany: 21-23 Walter Ave., M. Berrigan.
Birmingham: The News, Eddie Badger.
Boston: Frances W. Harding, Lib. 2-9305.
Charlotte: 216 W. 4th, Pauline Griffith.
Cincinnati: 4029 Reading, Lillian Lazarus.
Cleveland: Elsie Loeb, Fairmount 1-0046.
Dallas: The Times-Herald, Virgil Miers.
Denver: 1645 Lafayette, Jack Rose.
Des Moines: Register-Tribune, Russ Schoch.
Detroit: Fox Theatre Bldg., H. P. Rees.
Indianapolis: Route 8, Box 770, Howard M. Rudeaux, GA 3339.
Memphis: 707 Spring St., Null Adams.
Milwaukee: 3057 No. Murray, John Hubel.
Minneapolis: 2123 Fremont, So., Les Rees.
New Haven: 42 Church, Gertrude Lander.
New Orleans: Frances Jordan, N.O. States.
Okla. City: Terminal Bldg., Polly Trindle.
Omaha: 911 51st St., Irving Baker.
Philadelphia: 5363 Berks, Norman Shigon.
Pittsburgh: R. F. Klincensmith, 516 Jeanette, Wilkinsburg, Churchill 1-2809.
Portland, Ore.: Arnold Marks, Oregon Journal. Advertising: Mel Hickman, 907 Terminal Sales Bldg., ATwater 4107.
St. Louis: 5149 Rosa, David Barrett.
Salt Lake City: Deseret News, H. Pearson.
San Antonio: 326 San Pedro, B-39280, L. J. B. Ketter.
San Francisco: Gall Lipman, 25 Taylor St., Ordany 3-4812. Advertising: Jerry Nowell, Howard Bldg., 209 Post St., YUkon 6-2322.
Seattle: 1303 Campus Pkwy, Dave Ballard.

In Canada

Calgary: The Albertan, Helen Anderson.
Montreal: 4330 Wilson, Roy Carmichael.
St. John: 116 Prince Edward, W. McNulty.
Toronto: R. R. 1, York Mills, M. Galbraith.
Vancouver: Lyric Theatre Bldg., Jack Droy.
Winnipeg: 282 Ruperts, Ben Summers.

Member Audit Bureau of Circulations

Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, \$3.00 per year; National Edition, \$7.50.

JUNE 23, 1951

Vol. 59 No. 8

THREE 'Rs' TO PROGRESS

IT IS apparent that 20th Century-Fox executives have been carefully delving into the whys and wherefores of falling theatre grosses. It is even more pertinent to note that they have taken heed of their findings, from listening to what exhibitors have been saying—and to what the boxoffices have been telling—and that they are going to do something about it. Something rational, realistic and remedying.

The first consideration has been for product. There is open admission that the trend toward the "highbrow" type of story has been inimical to the best interests of the business; that the movie patron prefers the action type of screen fare, with down-to-earth story elements of which there can be many varieties. That's what exhibitors have been saying for many months—if not years—and one said it graphically in a letter published in last week's issue of BOXOFFICE.

The second step is directed toward the presentation of the product in a way that will attract the greatest number of patrons. The shrinking of the audience potential has been "discovered" to be in the multiplicity of day-and-date runs in key cities that has limited the public's choice of films and taking them out of circulation too fast. Proof that this practice has kept hundreds of thousands of patrons away from theatres is evident in the state of business in neighborhood houses in almost every city of size in the nation. Distributors have been blamed for this practice, but exhibitors are not without fault. Jealousy and greed blind them to the costliness of this system of wastefulness.

Long, long ago, we advocated bringing to an end this product and patron-killing practice, suggesting, further, changes in programming and time-scheduling which also are known factors in keeping patrons away from theatres. If the exhibitors involved in these situations will understandingly cooperate among themselves and with 20th-Fox in remedying this condition, their lost patrons will be "found" again. One way of doing it is to alternate runs.

The third step is the extensive promotion program that 20th-Fox plans for the merchandising of its films. Pre-selling, through many approaches to the public, will lay the groundwork on a national level, but with facets for local-level tie-ins will provide opportunities for exhibitors to do an extra measure of selling to their own direct benefit. Another good step is in the direction of stepping up cooperative advertising in connection with key openings. This should have a salutary effect in stimulating theatre attendance, in reviving public interest and confidence in the entertainment offerings of this industry.

Frequently, in recent months, the thought has occurred that one of the accountable reasons for the theatre attendance drop has been the retrenchment in motion picture advertising. In the lush era of the war boom, it may be that "anything went" so far as picture fare was concerned. Nevertheless advertising was at the peak level

and it must have had something to do with making the public "go" to movies. Prior to the war, cooperative advertising was rather limited in its application and use. During the war, it became more widely applied. Then it was sharply curtailed. But it has been gradually coming back. While there has been contention as to what is equitable in the cost-sharing of such advertising, there is no denying that a stepping up of advertising at the local level is productive of ticket sales. That's what counts. However the fair-sharing between exhibitor and distributor will perpetuate such arrangements and continue to serve the very good purpose intended.

With good product, a widespread and highly penetrating promotional foundation, an improved method of programming and presentation, aided and abetted by aggressive showmandising at the time of sale, the degree of business improvement attained is just a question of how well the combination is played and how long it is continued.

* *

Food for Inspiration

It is exactly two years since we published the classic bit of prose, "I Am a Movie Fan," which an anonymous author had sent to us. It served as inspirational "food" for the drooping spirit that was then beginning to take hold in this business; it allayed the pessimism among those were living in the dream world of yesterday, that abnormal period when things came too easy; when thinking and planning, creating and developing, courage and daring were held in check; when progress was halted.

The downcast mind hasn't, yet, altogether disappeared. So, perhaps, it is again in order to make use of "I Am a Movie Fan" as did hundreds of exhibitors and others in the industry two years ago. Its message was spread throughout the world. In England, the two largest theatre organizations, the Rank Odeon Theatres and the Associated British Cinemas, reproduced it in many millions of copies of their theatre programs. In Australia, the Hoyt Circuit made it into a series of institutional advertisements for newspapers in every city in which they have a theatre. In America and Canada, it was put to similar use in large-space newspaper ads, on program covers, in lobby displays, etc.

To those industry oldsters who are tired and worn; to the newcomers who haven't been in the business long enough as yet to get an emotional tingle out of it, let alone know what it's all about, we urge: Read "I Am a Movie Fan." Read it a second time, slowly, and let its full meaning surge through your mind and into your heart. It will make you feel, as you should feel, that:

THIS IS A GREAT BUSINESS! THE WORLD'S BEST!

Ben Shlyen

THEATRE TV FIGHT SHOWINGS

A SENSATION AT BOXOFFICE

About 39,000 Get In, With 10,000 Turned Away; Take Estimated at \$25,290

NEW YORK—The first chain telecast of a fight on an exclusive basis in theatres was sensational.

Five more are tentatively scheduled and the next one will be the Jake La Motta vs. Bob Murphy fight June 27. A rush to get more TV installations is on. Five additional theatres in Chicago alone are scrambling for projectors.

More people saw the fight in theatres than at Madison Square Garden. About 39,000 were able to get into the theatres and it is estimated that 10,000 were turned away. A total of 18,179 fans paid \$93,918 to get into the Garden. The theatres grossed about \$25,290, with two of them advancing their admissions.

GUARANTEE OF \$10,000

There is no way of telling how much of that \$25,290 was profit, but managers and circuit executives were extravagant in their comments on the results. It is understood that the theatres guaranteed \$10,000 to the International Boxing Club, or 40 cents a seat, and they divided up the wire charges, the costs of hiring NBC cameramen and a commentator, and the microwave costs to get the telecast into theatres from coaxial cables.

A total of 22,300 seats was available. If the theatre managers' estimates of attendance were correct they admitted 17,037 standees. This makes it apparent that there was considerable over-estimating of attendance, but even so the results were astonishing.

Theatres that didn't show the fight probably benefited from the fact that the fight was barred from both radio and television for home use, as a fight is usually stiff competition if shown in homes.

PROMOTERS ARE ELATED

The boxing promoters described the results as "fantastic." James D. Norris Jr., president of the International Boxing Club, is ready to negotiate for more theatre telecasts. He and his associates gasp when they start figuring out the possible profits on a chain of several hundred theatres.

And theatremen are doing the same thing.

Movie Television Co., Inc., was chartered prior to the fight to handle this and future events, including televising motion pictures, stage plays, musical comedies, operas, ballets and other attractions in "theatres, auditoriums and other public places." Nate Halpern, television adviser to Fabian Theatres and the TOA, is president.

The results of the fight had an almost immediate effect on the University of Pennsylvania authorities who had threatened to break up the agreement in the National Collegiate Athletic Ass'n to limit football broadcasts for theatre use on an experimental basis

Cleveland Gets First Twin Lineup in Years

Cleveland—While it was the first time in entertainment history that a Cleveland theatre audience could see an event of national interest while it was taking place some 500 miles away, it was current history to see boxoffice lineups at two adjacent theatres at the same time. As they were lining up at the RKO Palace boxoffice to see the fight telecast, they were also lining up at the Loew State boxoffice for the Patti Page stage show which opened to capacity crowds. Only difference was in the type of audiences. At the Palace the audience was mostly male and obviously fight fans. The Loew's State audience was preponderantly made up of young couples and bobby soxers.

The significant point is that the shekels roll into the boxoffice when the program has audience appeal.

next fall. Harold E. Stassen, U. of P. president, announced the day after the fight that the university would cooperate on "controlled" television "for this year," if the plan is declared legal. This was a face-saving gesture, because the association doesn't intend to ask whether the plan is legal, pointing out that courts have ruled that originators of radio broadcasts have a property right in their shows.

Advertisers have always bought radio shows for exclusive use and the same rule has been applied to television.

Notre Dame's attitude on exclusive theatre telecasts of its games this year was not clear following a statement by Rev. John J. Cavanaugh, president, in which he challenged the right of the NCAA to limit the number of telecast games by agreement. Last year several Notre Dame games were shown in theatres. He didn't say Notre Dame would not go along this year, but he pointed out that Notre Dame might lose \$500,000 by abstaining from taking a definite stand on the problem of televising in 1952.

At each of the theatres showing the fight all the regional circuits were represented. At Albany there were nearly 50 of them, including men from the Schine circuit. The same was true in Baltimore, Washington and Cleveland. Before the telecast about 125 television projectors, mostly RCA, were on order. It is freely predicted that this number will be doubled in the next few weeks.

Whether the apparatus will be delivered or not is something else, because of materials scarcities, but one manufacturer who refused to permit use of his name said the materials could be secured by cutting down manufacture of home receivers which are not in heavy

demand at present, due to oversized inventories.

Only two theatres, the Tivoli in Chicago and the Fulton in Pittsburgh, used the tube-to-film apparatus. The former was a Paramount machine and the latter a General Precision Instrument 16mm apparatus. It worked perfectly and the pictures were on the screen 40 seconds behind their arrival. The Tivoli in Chicago still had about 1,500 persons waiting outside at the end of the show and put it on again, thereby adding to the evening's gross.

Norris of the IBC says four theatre circuits are negotiating for rights to future fight telecasts. This organization controls arenas in Chicago, St. Louis, Detroit, Indianapolis and Omaha, as well as the Garden in New York and Yankee Stadium and the Polo Grounds. If the exhibitor enthusiasm holds up after the LaMotta-Murphy fight, there may be regional hookups for fightcasts as fast as the theatres can get apparatus.

Indoor fights will not be available to theatres until next year because of contracts which the International Boxing Club has already signed. The LaMotta-Murphy fight at the Yankee Stadium will be limited to Albany, Pittsburgh, Cleveland, Washington, Baltimore and Chicago, if present plans are carried through.

The big test may come July 18, if an agreement is reached for a heavyweight bout between Joe Louis and Ezzard Charles for a heavyweight championship battle.

ALBANY

ALBANY—Motion picture theatre history was written here Friday night (15) when an audience of 4,317 swarmed into Fabian's Palace for the exclusive telecast of the Louis-Savold heavyweight boxing bout. The crowd, one of the largest ever crammed into the 3,750-seat house, and its reaction to large-screen projection of the fight, convinced 50 theatremen and filmrowers that "a new era in the merger of television and motion pictures"—as Sportscenter Bill Corum phrased it—had arrived.

The number of persons who bought tickets after 9 p. m. furnished the clinching proof of the telecast's potency. Except for a smash picture, few patrons enter the Palace later than 9 on Friday. They came in a steady stream until 10; a few up to 10:15. A lineup extending up Clinton avenue was reported before 7 o'clock. These patrons wished to see the complete bill, as well as the telecast. Standees were five deep at the rear of the orchestra, and they ranged along the side walls well down to the front. A small group sat on the floor in a recess.

The audience, in the words of House Manager Alex Sayles, included "all ages from young to old." However, the greatest number appeared to be from 21 to the late 30s. Many women, some of them with their husbands and others with boy friends, followed the bout closely. They reacted vigorously and vocally to the heavy punching which Louis unleashed and to the infrequent strong

counterattacks by Savold. Louis' knockout of Savold touched off a noisy demonstration. He obviously was the favorite in the Palace.

The telecast drew at least 2,000 additional payees, according to Sayles. The regular admission scale of 74 cents prevailed. The two-day postponement did not take the edge off the videocast as some trade observers had feared. If anything, it sharpened the public's desire to attend.

Industry figures agreed that the pictures were not as sharp and clear as normally are viewed on home sets, especially in studio originations. However, in the present stage of theatre telecasting, they thought the images adequate. A common observation ran: "Remember the early days of talking pictures, and the improvements since. This will be a repetition of it." Sayles, Edgar L. Goth, Fabian publicity director, and others believed the indistinctness was due to camera pickups in New York. They were "high" on the RCA equipment and screen in the Palace.

BALTIMORE

BALTIMORE—The closed theatre circuit telecast of the Louis-Savold fight on June 15 after a postponement of two days due to inclement weather was exceptionally successful here.

The fight was shown in Loew's Century Theatre, a downtown first run house with seating capacity of 3,100 and 200 standees allotted by the fire department, and the Rome circuit Harlem Theatre, 1,500-seat first run. The fight brought the fans to the theatres in droves and an estimated 5,500 persons were turned away from the two boxoffices.

Loew's Century had a continuous line at a double window boxoffice from 6 p. m. on, with the lines increasing in length as time progressed. According to Joseph G. Smart, city manager for Loew's Theatres, the seats were filled by 8:35 p. m. when standing room was announced and the ticket sale was halted completely at 9 p. m.

Estimates of the crowd that saw the telecast at Loew's run to 3,600 persons which included the press, phone company officials, RCA engineers, local interested exhibitors and observers from surrounding cities and states.

A definite comparison of figures is impossible, according to Smart, because of the picture—MGM's "Go for Broke!"—and the fact that it was the day after opening, a normally good evening. He did admit that the overflow crowd was the result of the fight and estimated that more than 2,000 were turned away at the boxoffice.

Lester B. Isaac, head of Loew's projection department, supervising the installation, said the excellence of the picture and the brightness was due to the greater reflection given by the Glascreen which is the theatre's regular motion picture screen.

Loew's passed out comment cards after the fight similar to the sneak preview handouts. Questions asked whether the patron was satisfied with the quality of sound and picture, whether they wanted to be kept informed of future telecasts and asked for any further comments. According to the management 99 per cent were favorable with answers to the fight questions being a definite "yes" and personal comments ranging from the single word "good" to whole paragraphs on the excellence of the idea. Dissenting comments came mostly from people who complained that their home sets were bought for the purpose of seeing these events

Kansas City Star Attacks Telecast As 'Cheating' the Home Set Owner

KANSAS CITY—The Kansas City Star attacked the exclusive theatre telecasting of the Joe Louis-Lee Savold fight and declared that "the families owning 13,000,000 TV sets have a right to feel cheated at being denied the pleasure of a sports program which otherwise would have been brought into the homes of most of them."

"This wasn't what they expected when they bought their television sets. While there was no contract to this effect, they assumed that they would be able to see as well as hear the major sports events they were accustomed to hearing on the radio. It has been this way, too, in areas so far reached by the coaxial cable carrying live telecasts. The Louis-Savold fight has been the only important exception. But it is enough to cause concern on the part of families with TV sets since it might mark the beginning of a trend."

The Star said the television industry is making a mistake if it goes along with any effort on the part of the film industry to outbid regular television advertisers for more popular special programs. "The main appeal of television is that it can

be enjoyed in the home. If home TV audiences are to be shown only programs the movies aren't interested in buying, they are not going to stay interested long in the 'leavings' of entertainment that may be offered them instead of what they really want to have without budging from their living rooms."

The editorial said that "sponsors of sports events and the movie industry rightly view television as an already strong competitor," but declared at the same time that it is not necessarily a competitor that can put them out of business. The newspaper pointed to the stimulating effect of radio on sports and the film business.

"It is not possible to tell whether the experience of television will be similar," the editorial continued. "It is clear television is never going to realize its own potential growth and influence if it deliberately disappoints its mass audiences by going along with the movie industry in an apparent plan to channel the most widely appealing TV presentations into theatres instead of homes."

and were not willing to pay for something they thought should be free to the public.

The Harlem Theatre, Rome circuit lone Negro theatre, filled its 1,500 seats at 7 p. m. with long lines forming around the block long after the last seat was taken. While standing room was sold at Loew's, no standing was permitted at the Harlem and Leon Back, Rome executive, estimated 3,500 people were turned away at the boxoffice.

The Harlem audience reacted in much the same manner as the audience at the Century with the exception of being a little more frenzied. As the ex-champ completed his victory, the audience arose as one, stood on their seats and cheered, yelled and screamed in a long ovation for Louis.

The Harlem picture was smaller in size than the one at Loew's, the Harlem showing a picture 7x9 feet, while the Century showed a picture 12½x18 feet or "33,000 square inches" as was used in the ads.

Crowds remained in line in front of both theatres long after the fight had started and remained there until the announcement that Louis had won by a KO in the sixth round was made.

Regular admissions prevailed, the price for either house being 65 cents and estimated figures set the attendance at 200 per cent better than the previous week, month or year for the same day.

CHICAGO

CHICAGO—The Joe Louis-Lee Savold fight was a smash hit here, with the State-Lake and Tivoli theatres sold out by 7 p. m. There were no admission changes for the telecast and the 2,700-seat State-Lake went at a 98-cent top and the 3,400-seat Tivoli at 74 cents.

The overflow was so great that the fight went on again at 10:30 p. m. to large audiences. The State-Lake uses the Paramount

projection system whereby the telecast is filmed and thrown on the screen within 20 seconds—thereby allowing the second showing. There was such great interest in the fight locally that the film has been running all week as a feature attraction at the Regal Theatre, also a Balaban and Katz house.

So enthused are B&K officials that they have made inquiries on deliveries of 14 additional projectors. Theatres already scheduled to receive big-screen TV equipment are the Paramount in Hammond, Ind.; State, Gary, Ind.; Crocker, Elgin, Ill.; Genessee, Waukegan, Ill.; Paramount, Aurora, Ill.; Paramount, Kankakee, Ill.; Grand, Alton, Ill., and Majestic, East St. Louis.

CLEVELAND

CLEVELAND—A capacity crowd turned out Friday night to see the Joe Louis-Lee Savold fight telecast at the RKO Palace Theatre. The enthusiastic audience, mostly male, spurred on their favorite contestants just as if they were in Madison Square Garden. The majority failed to realize they were participating in entertainment history.

The entire 3,300-seat house was sold out at a uniform 90-cent admission price, which was 15 cents above the regular week night top scale. Estimated gross was about 66½ per cent better than an average Friday night. That the greatest part of the audience was composed of fight fans was evidenced by the fact they poured into the theatre shortly before ten o'clock and left immediately after the conclusion of the fight.

The telecast was projected on a 15x20-ft. RCA screen. RCA engineers worked around the clock for one week to complete the installation in time. Twice postponed, the management was unable to do much extensive advertising of the event. For one week prior to the fight Manager Max Mink made announcements from the Palace stage. Trailers

(Continued on page 10)

Pulse Beats

Congressional Groups Vote Defense Act Extension

Bills reported by banking committees would continue the exemptions of film rentals and theatre admissions from price control; debate to begin early next week.

★

Schine Theatre Circuit to Ask More Divestiture Time

Requests Department of Justice to agree to an extension from June 24 in order to sell 11 theatres which have not attracted purchasers; 15 dropped in first year.

★

Four More Legislatures End; Only Nine Sessions Left

In Florida a sales tax was enacted but film rentals exempted, according to Jack Bryson, MPAA legislative director; others adjourning were Texas, Wisconsin and Connecticut.

★

Chicago, Washington Seek More TV Installations

Balaban & Katz inquires about deliveries on 14 projectors; Sidney Lust, K-B Amusement Co., Fairlawn Theatre Co., Morton Gerber want them in Washington area.

★

FCC Cancels Partial Lifting Of TV Channel 'Freeze'

Had intended shortly to begin processing applications for some ultra high frequency channels in the U.S.; also planned to allow power increases for some existing TV stations.

★

\$1,380,000 Antitrust Suit Filed in Chicago Court

Fifteen motion picture corporations sued for triple damages by Leo A. Solomon, former owner of the Stadium Theatre, Evanston, Ill.; charges "conspiracy" prevented getting choice films.

★

Universal First Quarter Net Tops Previous Year Period

Total of \$608,565 is \$336,294 above same period for last year after provision of \$800,000 for federal income taxes and \$200,000 for pending litigation, including antitrust suits.

★

United Artists to Release Harry Popkin's 'Well'

For distribution in the fall; Popkin also will deliver three other top-budget A films to UA in 1952; the first, "The Thief," will go into production in September.

★

Joyce O'Hara to England For U.S.-Anglo Pact

MPAA executive vice-president to begin negotiations in July for removal of the film agreement; will be joined in London by John McCarthy, MPAA foreign department vice-president.

Fight Telecast

(Continued from page 9)

were used, and newspaper advertising was bought apart from the regular movie copy. All movie critics gave the telecast premiere advance write-ups on the movie pages of the three local dailies—Plain Dealer, News, Press—but the sports and Radio-TV pages gave it scant notices.

Exhibitor reaction to the telecast was unanimously favorable. Local circuit heads, including Abe Kramer of Associated Circuit and M. B. Horwitz of Washington Circuit, as well as many other independent theatre owners present, are enthusiastic over the possibilities of future theatre telecast programs. Many interviewed said that telecast installations will become as universal as sound installations were when the pictures first became vocal.

Many exhibitors present, operating both first and subsequent run houses, said they are seriously considering installation of telecast equipment.

Among the out-of-town exhibitors attending this telecast premiere were Joe Robins of Warren, and Louis Wiethe of Cincinnati. Frank Collins, general manager of the Chakres Circuit in Springfield, Lou Wisper, Ray Schreiber and Saul Korman of Detroit came on for the scheduled Wednesday fight but were unable to return on Friday when the fight actually took place.

PITTSBURGH

PITTSBURGH—Telecast of the Louis-Savold fight at the Fulton drew a full house Friday night last week. More than 1,800 fans packed the theatre at \$1.30 a seat while hundreds loitered outside, awaiting the outcome of the contest.

John D. Walsh jr., Fulton manager, stated that women comprised 35 per cent of the audience. The Fulton presented an amateur fight telecast several months ago as its initial exclusive television outlet feature. Next theatre telecast exclusive will be the June 27 Jake LaMotta-Bob Murphy boxing contest.

WASHINGTON

WASHINGTON—Closed-circuit theatre television network broadcasts have been launched successfully on the road to the big time, and the Theatre Network Television combine will take immediate steps to expand the circuit, it was indicated by Nate Halpern last week following telephoned reports that all nine houses showing the Louis-Savold fight had completely sold out from one to two and one-half hours before the broadcast.

"This is strong evidence that the public will pay to see the programs they want, whether they are on TV, films or live, and the enthusiasm of the audience in the theatre will encourage the development of a new theatre television program service," Halpern said after viewing the fight from RKO Keith's Theatre.

"We will continue to bring outstanding attractions to the public," he stated, adding that he hopes more theatres will be included in the closed circuit for the telecast of the LaMotta-Murphy fight from Yankee stadium June 27. Theatre Network Television is asking AT&T for more coaxial cable clearances, he pointed out.

Loew's Joseph Vogel Joins Prognosticators, Inc.

BALTIMORE—Joseph Vogel, vice-president of Loew's, Inc., and in charge of the Loew's theatre department, gained considerable recognition as a fight prognosticator at the telecast of the Louis-Savold fight. Vogel came here with John Murphy, Loew's general manager of out-of-town theatres, to take a look at the telecast and inadvertently called the round in which Louis would knock out Savold. He informed Joseph Smart, city Loew's manager, that he wanted to leave at the end of the sixth round in order to insure ample time to make his plane at the airport. Louis obliged by knocking Savold out in the sixth.

The success of the initial test "will not hurt" the consideration being given by RKO Theatres to the installation of TV apparatus in other houses, said Charles Horstman, chief TV engineer of the chain.

RKO division manager Jake Golden was equally enthused, voicing the opinion that people would rather see an attraction like a prizefight in a theatre than on a home receiver, citing the mass enthusiasm which was exhibited as being the same as that shown by spectators actually at a sports event.

And this enthusiasm was emphatically in evidence at Keith's, where some 2,200 fight fans—predominantly male—jammed the 1,850-seat theatre, reacting to their first large-screen telecast with all the unrestrained fervor of the ringside audience at Madison Square Garden.

Lines began forming outside the theatre by 6 p. m., and at one time stretched for almost a full block. And although the management stopped selling tickets at 8:45, there were still plenty of hopefuls waiting right up until 10 o'clock.

The Keith's audience was strictly a fight crowd, not a collection of average moviegoers, according to a local sports reporter.

The same was true at the Lincoln, District Theatres Negro house, where there were 200 standees over and above the 1,550-seat capacity. The Lincoln used portable RCA equipment, which was set up in the orchestra pit and threw the picture 14 feet onto a special 7x9-foot screen.

As seen on the Keith's screen, the picture was good at all times, although somewhat fuzzy on the long shots, but the clarity and detail of the closeups left little room for criticism. Operations ran smoothly throughout the performance, except for a brief 20-second interruption between the second and third rounds caused by a purely local mishap to the projecting machinery.

The near-perfect functioning of the telecast and its impact on the audience visibly impressed the large gathering of government officials, local exhibitors and other film industry representatives. Those present included FCC vice-chairman Paul Walker, Rep. Charles Wolverton (R., N. J.), ranking minority member of the House Interstate Commerce committee; Edward Cooper, administrative assistant to the senate majority leader; Nicholas Zapple, head of the communications professional staff of the Senate Interstate Commerce committee, and Marcus Cohn, TOA's television attorney.

.... meeting today's
TOP BOX-OFFICE DEMAND
for "NEW FACES"

Universal-International
**proudly presents the most
spectacular new young star
discoveries of the year!!**

(ask your 'teen agers)



in a magnificent

Technicolor

production...

*These are the
ones for '51*

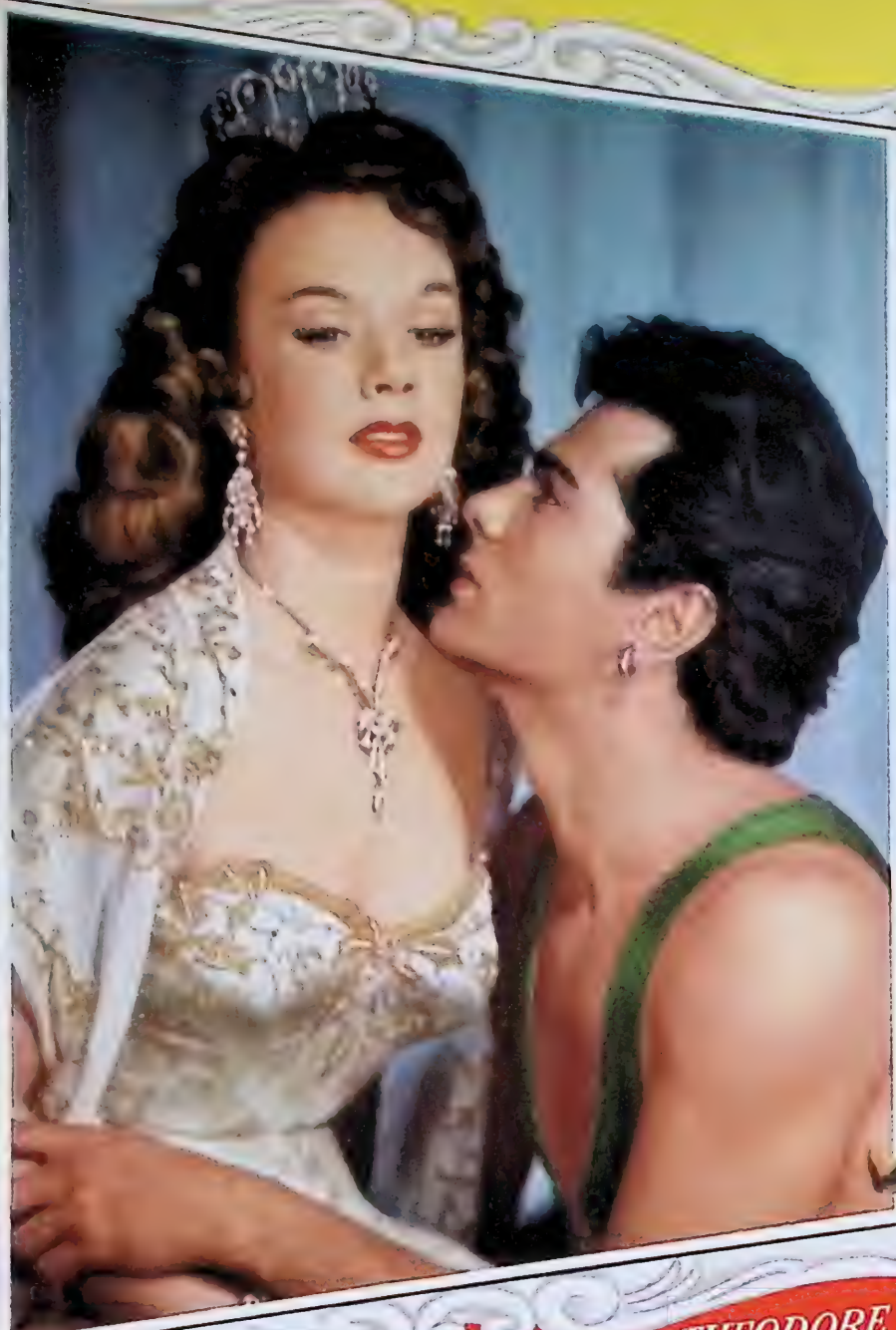
TONY CURTIS

RUGGED! ROMANTIC! TERRIFIC!

PIPER LAURIE

EXCITEMENT GIRL OF THE YEAR!

co-starred in answer
to the public's
overwhelming
demand



ALL THE
SPECTACLE
AND EXCITEMENT
OF AN ARABIAN
NIGHT'S
ADVENTURE!

THEODORE DREISER'S
*The PRINCE who was
a THIEF* COLOR BY *Technicolor*

with **EVERETT SLOANE · JEFF COREY · PEGGIE CASTLE**

Screenplay by GERALD DRAYSON ADAMS and AENEAS MACKENZIE • Directed by RUDOLPH MATE • Produced by LEONARD GOLDSTEIN

Based Upon The Story by Theodore Dreiser • A Universal-International Picture

U-I makes the pictures with the **BUILT-IN-PROFIT!**

AVAILABLE
FOR JULY
BOOKINGS

Milwaukee to Confer On Distress Cases

MILWAUKEE—City members of the Allied Independent Theatre Owners of Wisconsin met Monday (18) to plan an "all industry meeting" as the first step in a concerted effort to secure concrete relief for distressed theatres.

Proposals were made to invite representatives with authority from all film companies, unions and service organizations to meet with the exhibitor group, listen to the facts as they now exist, and arrive at definite measures to give help. Although several circuit-owned houses have been closed in the current business slump, Milwaukee has not yet had one independently owned house close its doors, and it is the aim of the Allied organization to prevent such closing if it is at all possible.

Fear was expressed that any relief measures granted might arrive too late to be of help to those houses which most need it. With losses being chalked each week, some exhibitors have made it plain they may be forced to close at least for the summer months. It is hoped the "All Industry Meeting" can be scheduled within the next few weeks.

UA Officials File Denial Of Max Kravetz Action

NEW YORK—United Artists executives have filed a general denial of charges made by Max Kravetz, an associate of Paul V. McNutt and Frank L. McNamee before the Krim-Benjamin group took over the stock option, in connection with Kravetz' suit filed in March against Mary Pickford, Charles Chaplin, Krim, Benjamin and other UA officials. Kravetz' suit asked for damages of \$733,100, charging conspiracy and depreciation of UA stock on which he claims to have held an option until July 12, 1952.

The UA executives listed in the denial filed in U.S. district court are: Arthur Krim, president; Robert S. Benjamin, associate in behalf of the J. Arthur Rank Organization; Seymour M. Peyser, Matthew Fox and the Walter Heller Co. Kravetz was secretary of UA under the McNutt-McNamee regime.

Kramer Ready to Start Four Films This Fall

HOLLYWOOD—With nine pictures in various preparatory stages, the Stanley Kramer production organization has blueprinted its first 18 months of filmmaking under its re-releasing contract with Columbia, which calls for 30 features during the next five years.

First to roll, going into work this fall, will be "My Six Convicts," on which Edward and Edna Anhalt will be the associate producers, to be followed by "Death of a Salesman," starring Fredric March; "The Four Poster," with Rex Harrison and Lilli Palmer, and "The Happy Time," for which Charles Boyer has just been signed.

These will be followed in 1952 by "The 5,000 Fingers of Dr. T.," "The Sniper" and "Four Shades in Blue." Also on the Kramer slate are "Member of the Wedding" and "The Cyclists' Raid." Kramer has one more film to deliver to United Artists.

20th-Fox Seeking a Halt To Fast Playoff of Films



Their smiles indicate confidence in the future. Left to right, at the 20th Century-Fox sales convention in Los Angeles: S. Charles Einfeld, vice-president in charge of advertising and publicity; President Spyros Skouras; Al Lichtman, director of distribution; W. C. Gehring, assistant general sales manager.

HOLLYWOOD—The sales force of 20th Century-Fox is trying to halt the simultaneous showings of the same pictures on the theory that fast playoffs not only cut grosses but do not give moviegoers the "selectivity of pictures necessary for a healthy boxoffice."

As a result of this sales policy announced at the coast convention of the company's sales force by Al Lichtman, vice-president and general sales manager, a series of regional sales meetings are currently being held, to be followed by regional meetings with exhibitors

to find ways and means of cutting down the simultaneous playdates.

The sales department has come to the conclusion that in many cities the same pictures play all over the town on the same dates, thereby depriving many patrons of the opportunity of seeing the picture if they miss it the first time around at the day-and-date subsequent bookings.

First of the regional meetings for members of the field force were held during the week in San Francisco and Kansas City, with others scheduled for Atlanta and the eastern and Canadian territories.

Spyros Skouras, 20th-Fox president, at the closing session of the national meeting, predicted that television will "stimulate and regenerate" movie attendance. Discussing theatre TV, he indicated the Swiss Eidophor system, in which the company has a substantial interest, has been "promised to us" in about 18 months.

At the conference, it also was decided to offer cooperative advertising to every first run theatre, and to first run subsequent operators where the theatre owners jointly sponsor a campaign for a 20th-Fox picture. The co-op deal will be for expenditure above what the exhibitor is now budgeting for advertising.

It was announced that "David and Bathsheba" will open late in August in eight cities—New York, Los Angeles, San Francisco, Kansas City, Chicago, Philadelphia, Boston and Toronto, backed by a high-pressure campaign, and will go into national release as soon as the nationwide penetration from key openings has reached its peak.



His studio's diversified lineup of celluloid for the 1951-52 season is exhaustively analyzed for 20th Century-Fox's national sales convention delegates by Darryl F. Zanuck, vice-president in charge of production.

D. R. Ornstein to South America

NEW YORK—Douglass R. Ornstein has been appointed special representative of United Artists in South America by Al Lowe, general manager of the foreign department.

NO BIDDING IN MINNEAPOLIS; INDICATE EXHIBITOR STRIKE

Distributors Investigating Suspected 'Collusion' Among Theatremen

MINNEAPOLIS — The first exhibitor "strike" against competitive bidding may be under way.

This is a competitive bidding town, where independents have been successfully taking product away from the established affiliated first runs. But, in the last several weeks, not a single bid for a feature has been forthcoming from the usual exhibitor quarters for pictures offered for sale on a competitive sales policy.

NO 'EXCUSE MY DUST' BIDS

As a result, distributors are reported conducting an investigation to determine if there is "collusion" among the exhibitors to refrain from bidding for films.

One such picture was MGM's "Excuse My Dust." It failed to get a bid from the independent Gopher, World, Pix, the two RKO theatres and the four United Paramount (Minnesota Amusement Co.) houses. The MAC made clear they had no interest in "Excuse My Dust" so that a deal finally was negotiated with Bennie Berger's Gopher.

It has been Berger's Gopher, incidentally, which has been the successful bidder for a number of MGM features in recent months.

Proof of "collusion" might provide grounds for a complaint to the Justice department, some distributors believe.

House to End Hearings On Studio Reds Monday

WASHINGTON—The house un-American activities committee winds up the Washington phase of its investigation of Communist infiltration into the motion picture industry Monday (25) when actor J. Edward Bromberg and director-producer Robert Rossen will testify, a committee staff member stated Monday (18). After that the hearings will recess for an indefinite period, and when they resume it will be on the scene in Hollywood, he added.

The committee, meanwhile, is continuing its probe of actor John Garfield's testimony, in an effort to determine whether he committed perjury when he told the committee that he never knew anything about Communist activity in Hollywood, and had no personal knowledge of any party members. This phase of the inquiry will not be opened, however, the staff member stated, but "if we get a case" the information will be turned over to the Justice department.

To Colorcast Sports

NEW YORK—The Columbia Broadcasting System is planning to request colleges and sport organizations for permission to make color television casts of events this fall. The company also will ask the National Collegiate Athletic Ass'n for its approval.

Divorcement Has Not Been a Help, Lightman Tells Tennessee TOA



Presenting the 1951-52 officers of the Tennessee Theatre Owners Ass'n elected at a one-day convention in Memphis last week. They are, left to right: W. F. Ruffin Jr., Covington, Tenn., vice-president; Jay Solomon, Chattanooga, president, and Emil Bernstecker, Knoxville, secretary-treasurer.

MEMPHIS—"Television and movies will learn to live together."

"Divorcement of distributor-exhibitor enterprises is one of the worst things to happen to the movie industry in many years."

"The practice of bidding for pictures is a healthy one for the industry."

These were highlights of an address by M. A. Lightman sr., president of Malco Theatres, Inc., Memphis, before the Tennessee Theatre Owners Ass'n convention in Memphis last week.

"Radio and movies learned some years ago to live together. Television and movies will learn. Television is hurting the movie industry to some degree, but not to the wide extent believed by many," said Lightman.

"Most of the difficulty arises from the fact that people have less money than they did and get entertainment in their own living rooms without bothering to go to the movie."

"The industry is turning out many fine pictures but we need more."

"There is also too much emphasis placed on the private life of stars, authors and other figures of movieland. If a fine movie is produced, all concerned have done their duty."

Lightman turned to the recent court decrees ordering divorcement of distributor-exhibitor enterprises and said "this is the worst thing to happen to the movie industry in many years. The result is that companies have no showcases for their wares and there is consistently a lack of stimulation for production of better movies," Lightman said.

"The needed stimulus may be provided by television and it may not be long before movies are advertising extensively on television."

Lightman expressed his conviction that the practice of bidding for pictures "is a healthy one for the industry." Formerly, he said, exhibitors bought a company's product for a

whole year and could cancel only about 20 per cent of those pictures, whereas under the bidding system they can now bid for single pictures or pictures in smaller blocks.

Jay Solomon, Chattanooga, was re-elected president at the first Tennessee convention ever held in Memphis. W. F. Ruffin Jr., Ruffin Amusements Co., Covington, was re-elected vice-president. Emil Bernstecker was re-elected secretary-treasurer.

New directors elected were: Walter Morris, Knoxville; Mose Lebovitz, Chattanooga; R. B. Wilby, Chattanooga; Cowan Odham, McMinnville; Evan Sprott, Nashville; George Gaughn, Memphis; Kermit Stengall, Nashville; Edward P. Sapinsley, Memphis; L. J. Pepper, Kingsport; Nathan Flexer, Waverly, and Jim West, Memphis.

The association went on record "as not being against elimination of the 20 per cent federal tax on symphonies, operas and other non-profit organizations." But the association made it plain it did approve the tax on co-operatives which own theatres and like amusements. This action came after Sam Kirby, president of the Arkansas Theatre Owners, spoke on the subject.

Richard R. Pitts, New York, director of public relations, Council of Motion Picture Organizations, spoke.

The convention voted to study the prospects of lining up exclusive television coverage of national news or sports events for theatres.

Film Promotes Roy Rogers

NEW YORK—A 30-minute 16mm documentary film on the life of Roy Rogers has been made to promote him with television advertising agencies. Art Rush, Rogers' manager, is handling the screenings in New York.

Francis SEZ...



"Get that moose out of the balcony, boys. You'll need every seat in the house when you play my new picture..."



"Drop whatever you're doing... something more important is coming to your theatre... it's my new picture!"



"Order tickets, fellers... lots and lots of 'em... if you don't you'll run way short when you play my new picture."



"Hey, boys!... order your new suit with twenty pockets... you're gonna need them... and more... to hold the dough you'll make with my new picture."



UNIVERSAL-INTERNATIONAL presents

"Francis GOES TO THE RACES"

Starring DONALD O'CONNOR · PIPER LAURIE

and FRANCIS *the Talking Mule*

with CECIL KELLAWAY · JESSE WHITE · Based on the character "Francis" created by David Stern

Screenplay by OSCAR BRODNEY and DAVID STERN · Produced by LEONARD GOLDBSTEIN · Directed by ARTHUR LUBIN

U-I makes the pictures with the **BUILT-IN-PROFIT!**

Exhibitors Join to Fight Nonprofit Tax Exemption

NEW YORK—The Metropolitan Motion Picture Theatres Ass'n, headed by Edward N. Rugoff, and a number of individual members have filed protests with members of the house ways and means committee against the bill which proposes to exempt nonprofit organizations from payment of the admissions tax.

It is contended that the bill would be discriminatory and that it would cost the government \$16,000,000 in taxes without providing any compensatory benefits to the enterprises winning the exemption.

MYERS URGES PROTEST

Abram F. Myers, board chairman and general counsel of National Allied, made a strong plea for concerted opposition to the ticket tax exemption before the Virginia Motion Picture Ass'n at Richmond Wednesday (20). He asked all members to protest to their congressional delegations.

Myers said there was a possibility that the bill could be defeated when it is reported out by the senate ways and means committee, but there was little chance of knocking it out in the house, because only amendments submitted by the ways and means committee will be considered. There is practically no chance that the committee would consent to amendments, he said.

A telegram from the MMPTA read:

"We respectfully protest the proposed bill seeking to exempt nonprofit cooperative or community motion picture theatres and similar nonprofit organizations from the 20 per cent federal admissions tax. Many so-called nonprofit activities hiding behind token charity designations are presently taking their toll from legitimate theatre owners this very day, and to encourage subterfuge and leaks in tax collections and so-called 'community theatres' to sell shows at a 20 per cent advantage over legitimate taxpaying theatres in the community would create havoc within our national economy and particularly within our industry."

James S. Golden, Democratic representative from Kentucky, replied: "There is no reason in my opinion why any discrimination should be made and additional burdens be placed on private industry. Much leg work still remains, however; the bill will be presented on the floor of the house under the 'gag rule' permitting no amendments save those presented by the ways and means committee. Not until the measure reaches the senate will it be subject to amendment and debate from the floor."

MAKE POSITION KNOWN

Leo Brecher, chairman of the board of MMPTA, and Oscar Doob, one of the leading MMPTA members, are both strongly opposed to the tax exemption and have made their stand known to ways and means committee members.

They contend that the exemption would be swallowed up in the income of the tax-free organizations, and they point out that when the film industry was pleading for a cut in the ticket tax it agreed to pass the benefits

Declare Tax on Passes Unfair in Principle

WASHINGTON—The present method of taxing free or reduced admissions to motion picture theatres the same amount as the regular admission price is unfair in principle, the house ways and means committee declared Tuesday in its report on the new tax bill.

Explaining its decision to change the law so that free admissions will be exempt from the federal excise levy, and the tax on reduced-price tickets based on the amounts actually paid, the committee stated that "requiring a person to pay a tax based on a larger admission price than the amount actually charged him is contrary to the general principle of an ad valorem tax. Moreover, it does not appear that the administration of the tax is facilitated by taxing free admissions at the established price, and it represents a source of irritation to the public."

The committee estimated that the revenue loss from this change will amount to \$6 million a year.

Commenting on its decision to exempt film and photographic equipment actually used in studios and by other branches of the motion picture industry and other fields from the excise levy, the committee said in its report that it "believes that a tax on business cost items is likely to be shifted forward as an operating expense and thus appear in the price of commodities generally."

along to the public in the form of reduced charges.

Brecher says all exhibitor organizations ought to join in the opposition to the tax exemption.

Sam B. Kirby, president of the Independent Theatre Owners of Arkansas, recently brought the tax problem to the fore in Little Rock by pointing out that the organization had withdrawn from all national exhibitor groups as a protest against lack of action on admissions taxes. He made specific reference to the bill now before the house ways and means committee and said an ITOA committee had protested.

1948 Film Company Taxes Total \$70,885,000

WASHINGTON—Corporation income taxes paid to the federal government on 1948 earnings by the 3,551 motion picture firms reporting profits totaled \$70,885,000, the Treasury department announced Monday (18). These corporations had a total net income of \$211,410,000.

In all, 5,491 motion picture corporations of all types filed returns for 1948, according to preliminary Treasury statistics, but 1,606 reported deficits and 334 were inactive.

CENSUS BUREAU FIGURES:

Theatre Admissions \$1.2 Billion in '48

WASHINGTON—Average weekly attendance at motion picture theatres in 1948 totaled 64,400,000, the Census Bureau reported this week, and the patrons at the 17,689 theatres reported paid \$1,209,922,000 in admissions.

The bureau issued a detailed report on its findings in the census of business which it conducted three years ago and through which the industry was to obtain for the first time basic statistical information about itself.

Total figures announced were:

No. of establishments.....	17,689
Seating capacity	11,701,252
Total receipts, including taxes	\$1,566,890,000
Admissions and fees.....	\$1,209,922,000
Sale of merchandise.....	\$ 85,815,000
Concession rentals	\$ 16,276,000
Taxes (federal, state, local, sales and excise paid by patron)	\$ 254,877,000
Number of admissions sold.....	3,351,778,000

These figures do not include drive-in theatres or portable motion picture theatres.

Based on the estimated U.S. population as of July 1, 1948, per capita admissions averaged 23 during the year. The average admission paid was 44 cents ranging from 56 cents in California to 30 cents in Mississippi. Taxes for the country as a whole averaged 7.6 cents for each admission.

Complete data on the theatre business will be available in "Volume VI—Service Trades—General Statistics" which will present the results of the census of business. A chapter entitled "Supplemental Statistics for Amusements" will contain figures on source of receipts for all amusements by kind of business. In addition, source of receipts statistics for the United States, geographic divisions and states will be presented for all amusements combined and separately for motion picture theatres. Bulletins based on data collected in the census may be obtained from the Bureau of Census, Washington, 25, D. C.

Para. Continues Per Cent Terms for 'Samson'

NEW YORK—Paramount will continue to ask for up to 50 per cent terms for "Samson and Delilah" and will not accept any flat rentals. Last week Leo F. Wolcott, board chairman of Allied States Ass'n, at a regional meeting in Peoria, Ill., said that exhibitors in the Des Moines, St. Louis and Omaha areas were opposed to the percentage demands.

According to the company, boxoffice grosses justify their demands.

Westrex Sells Equipment To Palestine Studios

NEW YORK — Yehoshua Brandstatter, president of Israel Motion Picture Studios, Ltd., Tel Aviv, has purchased about \$100,000 worth of Western Electric and Westrex studio recording equipment from the Westrex Corp. The equipment will be installed in the fall.

The studios will be ready for production around December.

THE INDUSTRY'S NEW RALLYING CRY!

LET'S ATTACK TOGETHER!



A new fighting spirit's in the air!
A new smile's on Showmen's faces!

20th PASSES THE AMMO... AND
THE BIG OFFENSIVE IS ON!

You're on your way with

ON THE RIVIERA

Technicolor
Danny Kaye's Kay-lossal!

Then smack 'em with

HALF ANGEL

Technicolor
It's SRO in Minneapolis, St. Louis and Atlantic City!

You've got what it takes with

TAKE CARE OF MY LITTLE GIRL

Technicolor
Sensational book! Sensational pre-sold picture.

There's never been anything like

THE FROGMEN

Front page news in the
N.Y. Sunday News (June 17th issue)

Keep 'em coming with

THE MAN WHO CAME BACK

Douglas plus Darnell plus
Bennett... Exploitation Natural!

You're really zooming with

NO HIGHWAY IN THE SKY

Nevil Shute's best-seller—
with Stewart and Dietrich!

Watch the big All-West openings!

THE SECRET OF CONVICT LAKE

Most unusual true story of the West!

**YOU'RE PART
OF THE
PICTURE AS
20 LEADS
THE WAY!**

**There's No
Business
Like
20
CENTURY-FOX
Business!**

CAN'T DO THAT, WARN ROGERS AND AUTRY, BUT REPUBLIC DOES

Studio Proceeds With Plan To Sell Old Westerns to Television Stations

HOLLYWOOD—That Republic's recent and precedential decision to toss its library of old films on the television market is going to be implemented on a wholesale basis was made clear when more than 50 representatives of advertising agencies and TV networks were the studio's guests at a session Tuesday (19) at which it was disclosed a total of 78 sagebrushers—26 each starring Roy Rogers and Gene Autry, and 26 in the "Red Ryder" group—are being placed on the block immediately and will be followed by other films.

At the same time both Rogers and Autry went on record with warnings that the sale or lease of any of their old starrers to video by Republic would bring immediate legal action.

ROGERS NOW IN NEW YORK

Rogers, currently in New York, where he has signed to star in six half-hour TV films for NBC this summer, said he would go to court to prevent the use of "his name, voice or likeness for advertising purposes," a thrust patently aimed at any efforts by TV stations to secure sponsors for Rogers pictures which they may purchase for telecasting. His Republic contract expired May 27.

Autry, in Des Moines, Iowa, with his rodeo, said he would "sue any TV station in the country which telecasts any picture I made at Republic prior to my current contract at Columbia." Autry, who makes from four to six westerns under his own company banner for theatrical release by Columbia, also heads Flying A Productions, which has so far turned out 52 30-minute films starring himself for video consumption.

There was no official comment from Republic studio sources anent the Rogers and Autry blasts, since President Herbert J. Yates is now in the east.

Sale of Republic product to TV is being handled by a subsidiary organization, Hollywood Television Service, of which Earl Collins, one-time Republic branch manager in Los Angeles, is president. This unit is headquartered at the company's studio in North Hollywood.

STUDIO OPEN FOR TV FARE

Collins told the network and agency representatives at the meeting early this week that in addition to disposing of the 78 westerns, Republic also will make its studio facilities available on a rental basis to producers of video film fare. Purchasers of Republic product for TV will be asked, he said, to pay to the American Federation of Musicians the required 5 per cent of the gross sales price which has been specified by the AFM as a prerequisite to such TV negotiations.

Subsequent to the meeting with agency and network personnel, Collins told BOXOFFICE that while he still considers himself closely aligned with the exhibition and distribution fields, because of his past activities in film

Technicolor Set to Boost Its Laboratory Capacity

NEW YORK—Technicolor, Inc., is ready to increase its laboratory capacity to fill the industry's requirements if it can be assured a steady volume of business to make the investment worthwhile. Dr. Herbert T. Kalmus, president, said Thursday (14) the day following his return from a two-month trip to Europe.

At present, Dr. Kalmus said, the principal companies want 100 pictures for this year, but the Technicolor laboratories can turn out only 75.

Considerable sections of the public would like to see all, or most of, their pictures in color, he declares.

Technicolor will go along with any advance planning and will make commercial tests of any other color systems that have merit. If other processes can eliminate the Technicolor camera and speed up production, Dr. Kalmus says he will test them, and he also will make available to other laboratories, under patent licenses, the present Technicolor printing techniques. He will also furnish the technical know-how.

He listed his objectives under three principal headings as follows:

1. Technicolor is willing to make its process available to any motion picture laboratory under proper license agreement and as a part of the agreement to teach them the know-how, to act as their engineers, all to the end of making expansion possible as rapidly as practicable, or

2. Technicolor is willing to embrace any other color system once it reaches the point where it is found suitable under test by Technicolor on a commercial basis.

3. Dr. Kalmus says that eventually he thinks every film will be in color. The company prefers acting under alternatives No. 1 and No. 2, but is ready to consider an arrangement with any of its customers under which it would provide the capital investment that is necessary to substantially increase the size of its own laboratories in order to provide a part of the increased capacity to produce all films in color. He said this investment could reach \$5,000,000.

sales, his present capacity as head of Republic's Hollywood Television Service is pointed—albeit indirectly—toward improvement of the exhibition scene. This will come about, he said, because the revenue which Republic garners from its TV sales will be plowed back into production of new theatrical features, which he declared will benefit from increased budgets and will therefore be stronger draws at the boxoffice.

One major exhibitor organization—Allied—has already set forth its unfavorable reaction to the Republic TV project, and letters of

protest have been written to Yates by True-man T. Rembusch, Allied president, and Abram F. Myers, board chairman and general counsel.

No comment has as yet been forthcoming from leaders of the Southern California Theatre Owners Ass'n—an affiliate of the Theatre Owners of America—but an SCTOA spokesman said a board meeting has been called for Tuesday (26) and that the Republic-video situation is high on the agenda for that session.

Retired Ia. Farmer, 78, Takes Doorman's Job

MASON CITY, IOWA—"Pop" Mannens, 78-year-old retired farmer, found life dull without a job. Furthermore, he is crazy about movies. So he got a position at the State Theatre here as a ticket-taker. Until recently, "Pop" was spending the price of a theatre admission ticket daily. Now he sees all the shows and gets paid for it. Mannens developed the movie habit after he sold his acreage west of Mason City three years ago. "Pop," whose first name is actually Valentine, came to this country from Belgium in 1885. He bought his farm about 45 years ago but stopped tilling it himself six years ago.

Ad-Publicity Men to Meet On COMPO Jubilee Plan

NEW YORK—The advertising and publicity committee of the Motion Picture Ass'n of America is expected to meet before the end of June to receive reports of the subcommittees named to decide on various aspects of the Theatre Jubilee, proposed by the Council of Motion Picture Organizations for the fall, according to S. Barret McCormick, RKO director of advertising and publicity, who is chairman.

The MPAA distributors committee, headed by Ben Kalmenson, general sales manager of Warner Bros., held a meeting on the Theatre Jubilee program drafted by Arthur L. Mayer, COMPO executive vice-president, June 18. The distributor group will wait until receiving proposals from the ad-publicity group before taking affirmative action.

YOU ARE CORDIALLY INVITED
TO ATTEND WALT DISNEY'S
WONDERFUL ^{boxoffice}TEA PARTY.



TKO RADIO PICTURES, INC., TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Mon., July 2, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Mon., July 2, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Mon., July 2, 10:30 A.M.

BUFFALO, Mo. Pic. Oper. Screening Room, 498 Pearl St., Mon., July 2, 2:30 P.M.

CHARLOTTE, Fox Screening Room, 308 South Church St., Mon., July 2, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 S. Wabash Ave., Mon., July 2, 2:00 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Mon., July 2, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Mon., July 2, 2:30 P.M.

DALLAS, Paramount Screening Room, 412 South Harwood St., Mon., July 2, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Mon., July 2, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Mon., July 2, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Mon., July 2, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Mon., July 2, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandotte St., Mon., July 2, 2:30 P.M.

LOS ANGELES, RKO Screening Room, 1980 S. Vermont Ave., Mon., July 2, 2:00 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Mon., July 2, 2:00 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Mon., July 2, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Mon., July 2, 2:00 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Mon., July 2, 2:00 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Mon., July 2, 10:30 A.M.

NEW YORK, Paris Theatre, 4 West 58th St., Mon., July 2, 10:30 A.M.

OKLAHOMA, Fox Screening Room, 10 North Lee St., Mon., July 2, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Mon., July 2, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Mon., July 2, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Mon., July 2, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Mon., July 2, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., July 3, 2:30 P.M.

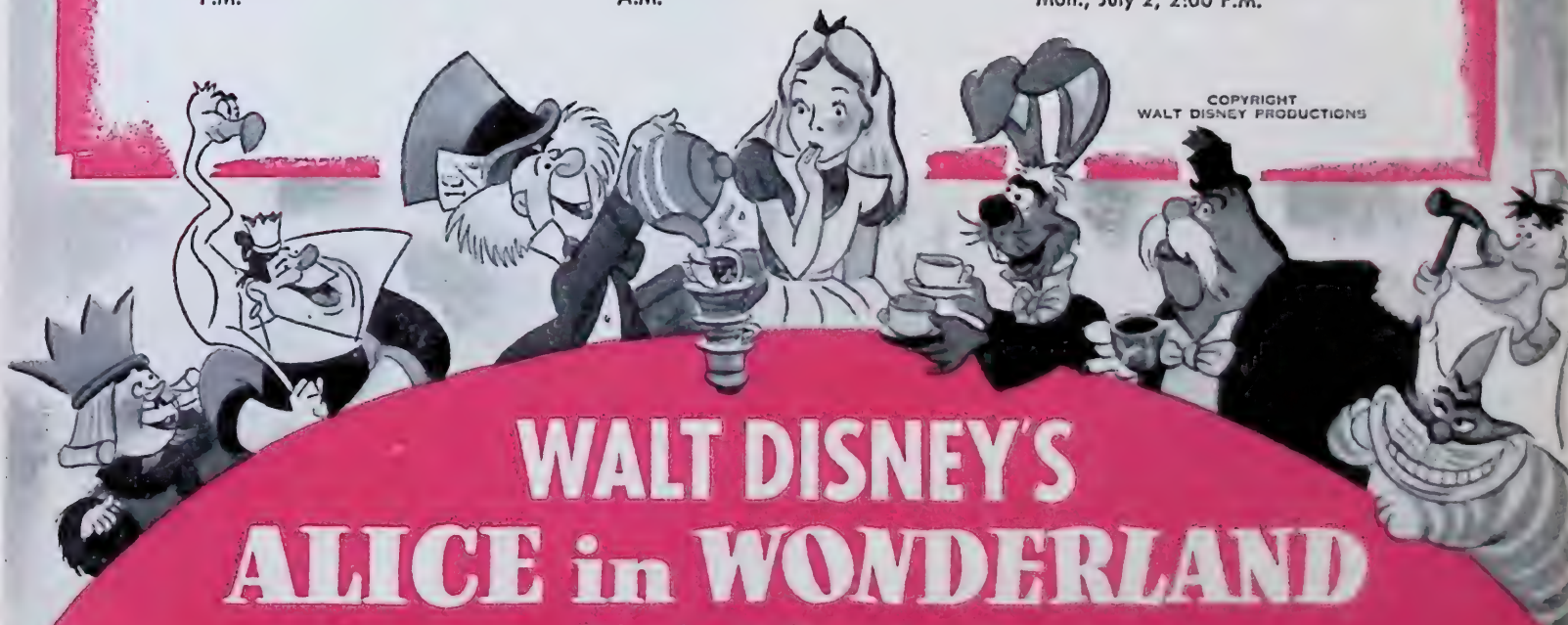
SALT LAKE CITY, Fox Screening Room, 216 East 1st St., South, Mon., July 2, 1:15 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Mon., July 2, 2:00 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Mon., July 2, 2:00 P.M.

SIOUX FALLS, Hollywood Theatre, 212 N. Philips Ave., Mon., July 2, 10:00 A.M.

WASHINGTON, Film Center Screening Room, 932 New Jersey Ave., Mon., July 2, 2:00 P.M.



COPYRIGHT
WALT DISNEY PRODUCTIONS

WALT DISNEY'S
ALICE in WONDERLAND

Color by TECHNICOLOR

Voice Trade Confidence At Virginia Convention

RICHMOND, VA.—Confidence in the future of the motion picture industry was the keynote of the addresses given by Max E. Youngstein, vice-president of United Artists, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, before the convention of the Motion Picture Theatre Owners Ass'n of Virginia at the Jefferson hotel June 19.

In his talk, "The UA Story," Youngstein pointed to the entrance of Arthur B. Krim and his associates into United Artists as a reflection of their confidence in the company itself and in the industry as a whole. He noted that this confidence has been justified by the vastly improved position of UA, stressing the excellent results achieved with major independently produced features and the firm support received from exhibitors. He also emphasized the fact that the industry needs a strong UA because independent producers, whose films are distributed by the company, are the pioneers who often set the pace for the major studios.

Stressing that the industry is still in its infancy and will grow to an importance and magnitude far beyond its present stature, Mayer said:

"I have no patience with those who see in our present difficulties the end of a business which has been and still is the principal source of entertainment for mil-

lions of people all over the world. We are in the midst of a revolution in entertainment, but if the men and women of our business keep their heads and use their imaginations it will be the picture business which will reap the final benefits of the changes.

"Instead of being downcast and discouraged, we should be charged with hope and enthusiasm, for every day we are given additional evidence that television must in the end turn to the picture business if it is to fulfill its potentialities. Just as sound increased the scope of the motion picture, so will television be used to enlarge the movie theatre's horizons. Television will be a helpmate of the movies, not its nemesis. Please believe me, I never was more certain of anything than I am that this business of ours is still in its infancy and that it will attain, sooner than any of us now envision, an importance and magnitude we have never dreamt of."

Mayer outlined present plans for the COMPO industry advertising campaign in the fall and also explained what has been done toward holding a producer-exhibitor round table discussion in Hollywood next month.

Officers of the Virginia theatre organization are: W. F. Crockett, president; Benjamin T. Pitts, vice-president; Harold Wood, secretary; Sam Bendheim Jr., treasurer, and Carlton Duffus, executive secretary.

Joe Hornstein Dies From Heart Attack

NEW YORK—Funeral services for Joseph Hornstein, president of Joe Hornstein, Inc., theatre equipment dealers with offices in the Film Center Bldg., were held at the Riverside Funeral chapel, 76th street and Amsterdam avenue, Tuesday (19). He died Sunday (17) of a heart attack at his home, 11 Riverside Drive. He was 65 years old. Burial took place at the Wellwood cemetery, Farmingdale, L. I.

He is survived by his wife, Mrs. Rosenthal Hornstein; three sons, George, vice-president of Joe Hornstein, Inc.; Milton, who was employed by his father; Harold, who runs the Miami branch of the company, and a sister, Mrs. Sue Chaykin.

ENTERED INDUSTRY IN 1903

Hornstein was a pioneer in the industry. He started his career as a projectionist in Hoboken in 1903. After three years he entered the equipment business. In 1916 he was named general manager of the Howell Cine Equipment Co. and in 1923 he was appointed general manager of the National Theatre Supply Co. In 1927 he formed Continental Theatres Accessories, a subsidiary of Warner Bros., and supervised the equipment and maintenance of many of the Warner theatres. In 1934 he formed Joe Hornstein, Inc.

His company had two branches, one in Miami and the other in St. Louis, the latter managed by Morton Gottlieb, who came to New York on a business trip Monday (18).

Hornstein graduated from a New York public school and later took correspondence courses in electrical and mechanical engineering.

He was a member and former treasurer of Local 306, Motion Picture Machine Operators union, and a member of the Odd Fellows, Masons, Motion Picture Pioneers and Cinema lodge of B'nai B'rith.

When industry public relations became a live topic a few years back Hornstein had plates stamped which read:

LET'S GO
TO A MOVIE

These were designed for attachment to automobile license plates. He sent several thousand of them around the country at his own expense.

ABOUT 400 ATTEND FUNERAL

About 400 persons attended the funeral services at the Riverside Funeral Chapel. Among them were home office executives, exchange representatives, members of the equipment industry, business associates and personal friends.

Those present included: Budd Rogers, Bert Sanford, Samuel Rinzler, Edward Lachman, Fred Matthews, Nat Saland, Emil Kern, M. O. Falge, Jack Noland, Paul Reiss, Joe Ingber, Harry Brandt, William Brandt, Eugene Picker, Sam Kantor, Nathan Atlas Jr., Nathan Moll, Morris Lane, Louis Lane, Harry Harris, Eddie Neu and Ralph Cobian.

MPAA Refutes Admission Rise Charge Before Wage Stabilization Board

WASHINGTON—The Motion Picture Ass'n of America on Friday (15) used a Council of Motion Picture Organizations chart to prove to the Wage Stabilization Board that motion picture admission prices had risen much less than the general cost of living.

MPAA filed a letter with the chart, addressed specifically to a special WSB six-man panel, set up to consider whether wages should be controlled in industries exempt from price controls. At issue was a statement during the panel's June 6, 7 hearings, made by union representative Norman Aaronson, to the effect that theatres had taken advantage of the free prices in the industry to raise admissions unduly.

The COMPO chart showed that average film theatre admission prices around the nation had increased by 11.3 per cent between September 1945 and December 1950. During the same period the general cost of living had jumped 38.7 per cent.

MPAA attacked the Aaronson testimony on three grounds. Figures given by the witness covered boxoffice prices for a few "isolated showcase theatres in New York City," many of which had added stage shows at the same time. Percentage increases given by the witness failed to make any comparison with simultaneous increases in the cost of living. Boxoffice prices cited "obviously included" that part of admission prices which goes to

the government as taxes. Admission taxes had been doubled in the period covered by the testimony.

Drive-In Booking Upswing Is Noted at Monogram

HOLLYWOOD—Basing his optimistic predictions on several factors—principally a substantial upswing in drive-in bookings—Morey Goldstein, vice-president and general sales manager of Monogram-Allied Artists, painted an encouraging picture of the company's operations for the balance of 1951 at a press conference just prior to his departure for his New York headquarters. Goldstein spent a week here conferring with President Steve Brodsky and other Monogram-AA executives on forthcoming releases.

The sales head declared his company is looking to the ozone field for constantly increasing revenue and claimed that drive-in situations are drawing more attendance than has been lost by conventional indoor theatres.

Monogram-AA billings also are benefiting, Goldstein said, from rapid playoffs in regular runs, which is causing an increased demand for product from independent sources. Still another asset in his company's expectations of better business is the recently negotiated Walter Wanger three-year deal.

CHICAGO DOES IT!
DETROIT DOES IT!
YOU CAN DO IT!



Ballyhoo blasts rock Chicago and Detroit to sensational openings for Grand and Madison Theatres!... Proving again that THE UNUSUAL SHOW UNUSUALLY EXPLOITED GETS THE MONEY!...Here's your exploitation field day—flash posters, smash tabloid heralds, shock newspaper ads and accessories with "come-on" pull that spells surefire BOXOFFICE!

JUNGLE HEADHUNTERS

PRINT BY
TECHNICOLOR

Made in the course of the
Lewis Cotlow Amazon
Expeditions

Produced by JULIAN LESSER
Written by Joseph Ansen
and Larry Lansburgh



Men and Events

By JAMES M. JERAULD

An Historic Event

THE Louis-Savold theatre telecasts may prove to be historic. Men in the television industry realize this and it has dawned on many theatre men that the dissipation of some of their television worries may be brought about if theatres go after the big public interest programs by buying them the way they buy pictures.

One thousand theatres with 2,000 seats each would total to 2,000,000 seats and at 40 cents per seat, the price paid for the Louis-Savold fight, this would total to \$800,000.

An advertiser would do a lot of thinking before making a bid like that for an attraction.

More people saw the fight in eight theatres than saw it in Madison Square Garden, and another 10,000 would have seen it in theatres if they had been able to get in. That's something to ponder on.

Baseball, boxing, college football and other sports have been suffering progressive declines in receipts for the past two years. Their customers have been staying home to see free shows.

Officers of the International Boxing Club have a contract with advertising interests for indoor boxing bouts that will run into next year. It's a safe bet they will not sign another. Baseball is similarly tied up. Colleges are trying to agree on theatre television tests next fall.

It is reported that the Pacific Coast conference has been asking \$250,000 for three-year coast-to-coast telecasts of the New Year's day football game as soon as the television connections reach the coast. The Louis-Savold test may have a profound effect on this deal.

CBS made motion pictures of the Louis-Savold fight and these are to be offered for sale to TV stations. This puts the TV stations into the same subsequent run position that the newsreels have been in for some time.

More tests and a clearer understanding of how fast theatre television projectors can be delivered will be necessary before a full assessment of the prospects can be made, but there is no doubt that something important is on the way.

More Film for the Money

WITHIN a few days of each other Don Hartman, production supervisor at Paramount, and Walter Wanger, independent producer, who has just signed a three-year production arrangement with Allied Artists, Monogram subsidiary, used almost the same terms in describing their production objectives—to get more on the screen for the money.

This is a new and striking way of saying they want to cut the overhead. Hartman proposes to do it by devoting more time to talent rehearsing, story preparation and improvement of technical equipment. He wants players to average four hours a day before the cameras, instead of the one hour which is now average. That would speed up producing schedules and reduce

costs, he says, without sacrificing quality.

Wanger approaches the cost problem in a different way. He wants to work in a studio where there is practically no overhead compared with the big majors. He says he believes there can be no more independent pictures if overhead absorbs from one-third to one-half the production cost.

Theatre Expansion

OSCAR A. DOOB, Loew's theatre executive, with the help of Lynn Farnol and Ben Washer, industry publicists, have been doing some delving into the statistics of theatre expansion and improvements in the metropolitan area. They produced some figures that ought to set the industry pessimists back on their heels. These were published recently in the Long Island Daily Press.

In three counties—Queens, Nassau and Suffolk—they reported that since World War II 14 new theatres have added 15,000 seats in this area, four drive-ins with a capacity of 6,600 patrons have been put into operation, and practically all of the 176 older theatres in the three counties have been remodelled and improved at a cost estimated above \$4,000,000.

Several older houses with seats totaling 6,612 have fallen by the wayside in the face of this competition.

The three counties mentioned do not include Brooklyn.

King David Descendant

TWENTIETH CENTURY-FOX sent out a publicity release a few days ago saying that Pierre Marquis, president of Facts, Inc., a research clearing house, had been commissioned to find a beautiful girl descendant of King David, who lived about 3,000 years ago. They want her for a press relations trip.

Documenting a family tree that goes back that far might seem utterly impossible, but is it? The late Mrs. Bernard Baruch was said to be able to trace her ancestry back to King David. It was in a magazine "profile" on her husband, the financier, about three years ago.

Color Television

DAVID SARNOFF, RCA board chairman, predicts black and white television will last for several years because it will take a long time to perfect color apparatus and manufacture it.

CBS says it will start experimental color telecasts June 25 and will begin the manufacture of receivers immediately. It estimates that there are about 1,000 color receivers in existence which have been made by amateurs.

Seems to be a wide difference of opinion probably influenced by wishful thinking.

William L. Sherry Dies

NEW YORK—William L. Sherry, 77, one of the founders of Paramount Pictures, Inc., died at Richmond Memorial Hospital, Prince Bay, Staten Island, of heart disease June 15.

Hughes Denies Deal On RKO Radio Stock

NEW YORK—Negotiations for the sale of Howard Hughes' stock in RKO Radio Pictures, Inc., are not under way, Hughes said this week, and he doesn't intend to entertain any offers for it. Hughes issued a formal statement Monday (18).

Hughes' statement was obviously in reply to recent rumors that Louis R. Lurie of San Francisco was seeking to buy the Hughes holdings. Lurie stated over the weekend that he had made an offer to Hughes for both the theatre and picture company stock at about \$3.50 per share, or \$6,500,000.

In his statement Hughes does not mention the theatre company stock. His statement follows:

"Occasionally rumors make their appearance which are damaging to all concerned and I feel it my duty to reply. Therefore, let me say, that I am not negotiating with anyone whomsoever for the sale of my stock in RKO Radio Pictures, Inc. I have no intention of selling my stock. I do not care to entertain or consider any offers for same."

O'Keefe, Gamble Forming New California Circuit

NEW YORK—A. J. O'Keefe, former sales executive for Universal-International, and Ted Gamble are completing plans for formation of a new exhibition company that will take over five California theatres.

The company will operate under the name of Gamble & O'Keefe Theatres, Inc. Among the theatres will be the De Anza Theatre, Riverside; the Obispo, San Luis Obispo, and the Ritz, Hanford.

O'Keefe left during the week by automobile. He will make his home in Los Angeles, and will be joined there shortly by Gamble in order to wind up the negotiations.

Daff and Aides Complete Tour of U-I Branches

NEW YORK—Alfred E. Daff, director of world sales for Universal-International, with his aides, wound up a tour of all the company's 31 branches at midweek. The trips began last December.

Final stops were in Dallas and Oklahoma City. F. J. A. McCarthy, southern and Canadian sales manager, and Maurice A. Bergman, director of public relations, accompanied Daff and they were met in Dallas by C. J. Feldman, domestic sales manager.

Silverstone, Aaron Tour All 20th-Fox Exchanges

NEW YORK—Arthur Silverstone and Edwin W. Aaron, eastern and western sales managers for 20th Century-Fox, are touring their divisions to bring the results of last week's coast sales meeting to the attention of salesmen, exploitation men and other members of the staffs of the 31 exchanges.

Comparisons of the policies of different exchanges will be presented as a result of the discussions at the coast convention.

ON SUNDAY EVENING MAY 27th,

MISS LOUELLA PARSONS TOLD SEVEN MILLION AMERICANS:



“A picture should be made warning little children to avoid and report strangers who accost them. Such a film may prevent the recurrence of another tragedy.”

**COLUMBIA HAS
THAT PICTURE!**

*This Year's
exploitation Special is*



COLUMBIA PICTURES presents "M" starring DAVID WAYNE • HOWARD DA SILVA • LUTHER ADLER
with Martin Gabel • Steve Brodie • Raymond Burr • Glenn Anders • Karen Morley • Norman Lloyd • Screen Play by
Norman Reilly Raine and Leo Katcher • Produced by SEYMOUR NEBENZAL • Directed by JOSEPH LOSEY

Margaret Sheridan Exhibitor Talks Sell Mochrie on Idea for More

NEW YORK—Exhibitor reaction to the personal appearances of Margaret Sheridan at three exhibitor conventions have been so good that Robert Mochrie, vice-president and general sales manager of RKO, intends to have more of them. Miss Sheridan, star of "The Thing," attended meetings of the Georgia Theatre Owners and Operators, the Allied Independent Theatre Owners of Kansas and Missouri and Allied Theatre Owners of Indiana.

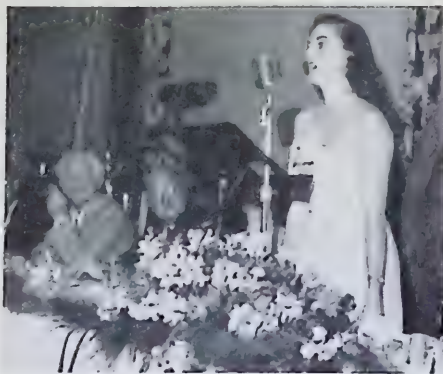
Mochrie said the reception of Miss Sheridan convinced him this was a good way to improve trade relations.

Trueman T. Rembusch, president of the Indiana Allied unit, wrote: "If more people in your field of the industry would follow your example in talking to the grassroots, much of the intra-industry friction would be alleviated."

Marc Wolf told the Indiana group that Miss Sheridan's appearance pointed up a new trend in the industry and added: "The exhibitor and the movie-goers are constantly crying for new faces."

Miss Sheridan herself was pleased with the results.

"When I was first given the assignment," she said, "I looked at it as just another junket of personal appearances. The moment I began talking to the exhibitors in Atlanta, my first stop, I began to appreciate that this trip meant far more than that. I began to realize that production is only a part of the industry, that showmen are in every corner of the U.S., each doing a great deal to get pictures to their patrons. Too many of us in Hollywood tend to maintain interest in a picture only so long as it is in production. We



Star Margaret Sheridan addressing a recent dinner meeting of the Allied Theatre Owners of Indiana at French Lick Springs, Ind. Seated to her right are H. M. Richey, director of exhibitor relations for MGM, and Jack Jackson (holding cigar), National Screen Service public relations director.

just assume that all a theatre owner needs is a projectionist, a theatre and a film to be in business.

"We're all in the same business. We've got to know all phases of it to give it our best."

The Kansas City Star reported what Miss Sheridan had to say there. Among the remarks quoted was: "Screen stars and personalities are important—or at least they are made to feel important. Without exhibitors, though, there would be no stars, so for gosh sakes, keep your theatres open, or we'll all starve."

Transamerica Bank Control Violates Trust Act, Says Federal Reserve

WASHINGTON—Control by Transamerica of 48 banks violates the Clayton antitrust act, according to a federal reserve board report issued Wednesday (13) by R. M. Evans, a governor. The statement, made to the board, paves the way for possible dissolution of the Giannini banking empire, which has 667 offices and half the bank loans outstanding in five western states. In San Francisco, L. M. Giannini, president of the Bank of America, issued a denial, saying the Bank of America is not controlled by Transamerica "in any manner."

The Giannini banks were the first to grant loans for film production, and they have been an important factor in the development of the picture business during all the years since.

The Evans report said that bank stock acquisitions by Transamerica "have concentrated more economic power in one small group of men—perhaps only one man—than probably has ever happened before in the business life of our country."

Under the Clayton act a holding company cannot control two or more competing corporations if the control reduces competi-

tion between them. The report said that in California, Oregon, Nevada, Arizona and Washington, banks controlled by Transamerica have about 41 per cent of all banking offices, 30 per cent of all bank deposits and 50 per cent of all bank loans.

The Board is expected to issue an order directing Transamerica to divest itself of all stock interest in banks other than the Bank of America, its first California acquisition. If Transamerica refuses, a request by the board for a court order would follow.

The late A. P. Giannini organized both the Bank of America and the holding company.

Universal Quarter Sales Jump

WASHINGTON—Universal Pictures Co. filed a statement early in the week with the Securities and Exchange Commission showing gross worldwide sales for Universal and its subsidiaries for the quarter ending April 28, 1951, of \$15,777,506, an increase of approximately \$3,000,000 over the first quarter total of \$12,723,150.

The annual report of the company showed film rentals and sales of \$55,591,083 for the year ending Oct. 28, 1950.

U-I Promotion Plans Set for 5 Releases

NEW YORK—Universal-International has set a record promotional program for the product to be released during the summer months, according to David A. Lipton, vice-president in charge of advertising and publicity, who has returned to Hollywood after a series of meetings with home office executives.

The pictures to be released during July and August will be backed by the personal appearances of stars and featured players, territorial saturation openings and special advertising campaigns. One of the largest field exploitation staffs in U-I history will cover key and sub-key openings of "The Prince Who Was a Thief" and "Francis Goes to the Races."

Francis, the "talking" mule who has been touring 35 key cities as official mascot of the U.S. Treasury's current Newspaperboy Defense Bond Pledge campaign, returned to Washington June 21 for a visit to the White House and to aid in the promotion for the opening at Keith's Theatre.

"The Prince Who Was a Thief," which will open at the Michigan Theatre, Detroit, June 29, will be highlighted by a homecoming celebration for Piper Laurie, who is co-starred with Tony Curtis. Both stars will make personal appearances in Detroit and other Michigan situations for the territorial openings, in which a record number of drive-ins will participate. In connection with the Detroit opening, U-I will use color ads in daily newspapers for the first time.

The plans for the August releases call for "Iron Man" to be backed by a personal appearance tour of a troupe headed by Stephen McNally and including Joyce Holden, Rock Hudson and Frankie Van, former prize fighter who acted as technical adviser on the film. "Mark of the Renegade" will open in late July on the west coast to capitalize on the locale of the picture.

The pre-release opening of "Bright Victory" at the Victoria Theatre, New York, early in August will be backed by an all-out promotional campaign featuring advance screenings for special groups and organizations. Peggy Dow, who is co-starred with Arthur Kennedy, Director Mark Robson and Baynard Kendrick, author of the novel, will participate in the New York campaign.

Joseph Fischer Elected Music Ass'n President

NEW YORK—Joseph A. Fischer of J. Fischer & Bros. is the newly elected president of the Music Publishers Ass'n of the U.S., succeeding Arthur A. Hauser of G. Ricordi & Co., the retiring president. Hauser automatically becomes vice-president, succeeding Nelson M. Jansky of C. C. Birchard & Co., Boston. The association represents publishers of standard music throughout the country.

New directors elected at the association's annual meeting at the Warwick Hotel were: A. Walter Kramer, Galaxy Music Corp., and William Arthur Reilly, McLaughlin & Reilly Co. Ralph Satz, Chappell & Co., was elected treasurer and Donald H. Gray, H. W. Gray & Co., and Amy W. Klingman succeeded themselves as secretary and administrative secretary, respectively.

*Clear The
Track For*

PEKING EXPRESS

*Due In August
From PARAMOUNT
—High Speed Action
That Scoops The
Headlines About
China Today*

**MORE
BETTER BIGGER
PICTURES**

Timeliness Sells! And not since the same producer made "Casablanca" has so much excitement been so precisely timed to the day's news...



HAL WALLIS'
PRODUCTION STARRING
**JOSEPH CORINNE EDMUND
COTTEN · CALVET · GWENN**

with **MARVIN MILLER**
Directed by **WILLIAM DIETERLE**
Screenplay by **John Meredyth Lucas**
Adaptation by **Jules Furthman**
From a Story by **Harry Hervey**

Hollywood Report

By IVAN SPEAR

Republic's Backlog Hits All-Time Record High

Although in a bit of a lull, productionwise, at the moment with one film in work on the lot and another shooting on location in Ireland—Republic's backlog of unreleased product has hit an all-time record high of 21 pictures, according to a tally disclosed by Jack E. Baker, vice-president in charge of production and studio operations.

The backlog is the harvest from a steady picture-making pace for the past six months. Among the completed celluloid, due for release during the coming months, are such entries as "Wings Across the Pacific," a high-budget service story produced and directed by Allan Dwan, starring Wendell Corey and Vera Ralston; "The Sea Hornet," toplining Rod Cameron, on which Joseph Kane was the producer-director; and "Honeychile," the Judy Canova comedy, which is Republic's first offering in its new three-tint Trucolor process.

From independent sources, for Republic release, are coming "Lady Possessed," produced by and starring James Mason; "The Adventures of Captain Fabian," produced by and starring Errol Flynn; and a pair of William J. O'Sullivan productions, "Stormbound" and "New Lease on Life."

The Republic release schedule also lists "Havana Rose," with Estelita Rodriguez; two Rex Allen starring westerns; two Roy Rogers sagebrushers; a pair of action dramas with Penny Edwards; an Allan "Rocky" Lane

western; two action westerns featuring mop-pets Ellene Janssen and Michael Chapin; and a melodrama, "Secrets of Monte Carlo."

In work at the valley studio is "Utah Wagon Train," with Rex Allen in the starring spot, while John Ford is shooting "The Quiet Man," starring John Wayne, on location in Ireland. These will be supplemented during the balance of the month by "Desert of Lost Men," with "Rocky" Lane, and a Judy Canova starrer, "Oklahoma Annie."

MGM Adds 3 Top Names To 'County Line' Cast

MGM is packing "County Line," soon to go before the cameras, with name players in support of Walter Pidgeon. Added to the roster were Audrey Totter, John Hodiak and Thomas Gomez . . . Kim Hunter was inked by Paramount to co-star with Jose Ferrer in "Anything Can Happen," while Producer Nat Holt — filming "The Denver & Rio Grande" for Paramount release, booked Dean Jagger and J. Carrol Naish for top roles therein . . . John Lund and Beverly Tyler were spotted prominently in Universal-International's new Technicolor western, "Battle of Apache Pass" . . . RKO Radio signed Victor Mature for the male lead opposite Jean Simmons in "Androcles and the Lion," now being readied for an early camera start after several delays . . . After two years in New York doing stage and TV assignments, John Beal returns to Hollywood to portray Dr. Donald Powell Wilson in the Stanley Kramer Co.'s picturization of Wilson's best-seller, "My Six Convicts," for Columbia release . . . Gene Evans and Mark Stevens were booked for top roles in "Mutiny," drama of the War of 1812 being produced by the King Brothers for an as-yet unset release . . . Warners tagged Eve Miller and Edgar Buchanan for "The Big Trees," the Kirk Douglas starrer which is now before the cameras.

Directorial Assignments Reach a New Peak

An abundance of new megging assignments is causing the employment index for Screen Directors Guild members to prescribe a sharp upward curve. Booked for piloting chores were Curtius Bernhardt to "The Merry Widow," Leslie Kardos to "Peg O' My Heart" and Alexander Hall to "The Big Cast," all at MGM; Andre de Toth to "Carson City" at Warners; Tay Garnett to "The Korean Story" for Producer Edmund Grainger, an RKO Radio release; Frank McDonald to "Yellow Fin," Monogram; Irving Reis to "The Four Poster" for the Stanley Kramer Co. at Columbia; and Frederick de Cordova to "Here Come the Nelsons," Universal-International . . . Warners was responsible for a minor boom among the scrivening set with four new penning assignments. Peter Milne is working on "Hot on the Campus," while Russell Hughes is screen-treating "Rear Guard," Richard Nash is on "Serenade" and John Twist is developing "Sam Houston" . . . Paramount inked Robert Carson to script "Famous," forthcoming Bing Crosby starrer.



SIGN HERE, PLEASE—Maureen O'Hara affixes her signature to the contract which makes her a principal in the newly formed independent unit, Price-Merman Productions, and in which she is a partner with John Payne (left); her husband, Writer-Director Will Price; and Doc Merman. The company plans seven pictures during the next three years, all in Technicolor, with distribution arrangements now being negotiated.

Five Literary Purchases Made for the Week

Somewhat improved over the tortoise-like pace of recent weeks, but still hardly to be classified as a bull market, was the story-selling field, in which a total of five literary purchases was recorded during the period. Three of the acquisitions were made by MGM, which added "O Promise Me," an original by Vera Caspary, "Ricky's Day," by Andrew Solt, and "Death at Attention," a suspense drama by Kem Bennett, to its slate. "Promise," a comedy with music, will be produced by Jack Cummings; Richard Goldstone was handed the production assignment on "Death," and Solt was booked to develop a screenplay for "Ricky" . . . Scheduled as the studio's most elaborate postwar musical, with a multistar cast, Paramount acquired "Rhapsody—the Story of Liszt," an original script by Melchior Lengyel. To be filmed in Technicolor early in 1952, the opus is based on three documented romantic interludes in the life of Franz Liszt, composer-pianist, backgrounded against the court of the Czar of Russia in the 1880s . . . The London hit musical, "The Golden City," was purchased for independent filming by Irving Allen, who plans to make it here in Technicolor. The operetta, written by John Tore, is located in the South African diamond mine country.

MGM Promotes Sol Fielding To Associate Producer

After nine years with the studio, starting as a member of the art department in 1942, Sol Fielding has been promoted to an associate producer's berth at MGM. He has been an assistant to Producer Richard Goldstone for the past couple of years. Fielding's first assignment will be "The Enemy," a story of life in a small American community, scheduled for filming this summer . . . "The Memoirs of Casanova" has been added to the Wald-Krasna slate for RKO Radio release and will be produced in Italy in Technicolor early in 1952.

Bob Hope's Tours Cover Over 1,000,000 Miles

Completing his seventh overseas tour, during which he entertained service troops and, during a three-month junket, raised more than \$80,000 through performances for various charities, Bob Hope has returned to Hollywood — and the statistically-minded are busy compiling the latest figures on the screen and radio comic's lengthy record of globe-girdling treks.

To date, such statistics inform, Hope has covered more than 1,000,000 miles to make appearances at every camp, naval and base hospital in the U.S.—and while abroad, on his most recent trip, observed his 10th anniversary of entertaining servicemen overseas, having started those tours during World War II.

High spots of the latest Hope hegira included engagements at the Prince of Wales Theatre in London, with proceeds going into an underprivileged children's fund; two special Palladium concerts, also for charity; numerous one-night stands in the British Isles; several shows for GI's and navy personnel; a whirl at the British amateur golf championship tourney in Wales; and a nine-city tour in the U.S.

DYNAMITE HITS THE SCREEN!

...WITH THEIR
KIND OF
LOVE!

JOHN GARFIELD

SHELLEY WINTERS



...WITH THE
HOTTEST
BOXOFFICE
TEAM IN THE
BUSINESS!

...WITH THIS
KIND OF
WORLD
PREMIERE!

HE RAN

ALL

THE WAY



BOXOFFICE
DYNAMITE
thru

UA



PARAMOUNT THEATRE
NEW YORK CITY—
followed by hundreds of
day-and-date saturation
bookings!

A ROBERTS PRODUCTION

with WALLACE FORD • SELENA ROYLE and Bobby Hyatt
Based on a novel by Sam Ross • Screenplay by Guy Endore
Produced by Bob Roberts

LETTERS

Error in Public Relations

To BEN SHLYEN:

Although this is my 26th year in the theatre business, this is the first time I have written to the editor of a trade journal with a complaint about any of the practices of producers.

We hear so much about "public relations" and how to better them that we sometimes become nauseated with so much talking and writing and so little action on the part of all of us. The attached letter from one of our patrons and the editorial from the Tucumcari, N. M., newspaper is an illustration of how poor "public relations" are created.

It seems to me, and to many other thinking citizens of New Mexico, that a small amount of research could have avoided this error.

If a picture is based entirely on a purely fictional story, then some license can be taken with certain facts. But when a picture is supposed to be based on historical facts, the producers have a responsibility to the paying customer to keep those facts correct.

The primary purpose of everyone in our industry is to entertain our customers, but there is no reason why they need to be fooled to be entertained.

It is difficult for those of us who love this business to build up a feeling of confidence in the industry at the grass roots when simple slips like this are allowed to occur.

BOYD F. SCOTT

City Manager,
Theatre Enterprises, Inc.,
Roswell, N. M.

The letter Scott refers to from a patron is as follows:

My husband and I were embarrassed when we met you in the lobby after seeing "New Mexico" because we know you hoped we were going to say something complimentary but couldn't.

Enclosed is a clipping which just about expresses our sentiments. Am sending it on in the belief that the reaction by the public still matters.

However, to you personally we express

our appreciation for your efforts in maintaining high standards in Roswell.

Sincerely yours,
MRS. JOHN W. KNORR

The editorial from the Tucumcari newspaper follows:

The picture "New Mexico" which showed here this week gave a new, and heretofore unknown sidelight on New Mexico history. The opening scene has Abraham Lincoln in the state, meeting with Chief Acoma, presenting him, incidentally, with something that looked like a silver-headed cane. We love the movie and the picture story of the battle with Acoma was absorbing. But, why do movie-makers have to spoil a film by either falsifying or distorting history? Lincoln was never west of the Missouri. Now, thousands of people living in New Mexico will from here on swear that the great emancipator came to the territory in 1860. There ought to be a law.

Some Pointers Versus TV

To BEN SHLYEN:

I read with interest your editorial in each issue of your fine publication and feel sure that it has a very strong influence on the policy of our trade as a whole.

There's a point I have in mind concerning television. You will have to hand it to the TV boys, as they have certainly done an excellent merchandising job. All you have to do is read the daily papers and see how effectively they are selling the public on this new industry. The department stores in their ads specify this chair or this sofa as being ideal for viewing television, or this table as just the thing for your new television set. Even the monthly magazines go so far as to show rooms specially designed for TV viewing. Isn't it about time that the movie industry with its backlog of experience and unexcelled showmen start some form of selling campaign in the interest of our industry? Certainly, there must be some salient selling points lying around that can be used with-

out having to reflect on or refer to television. What about it?

E. K. CARGILL

41-Hi-way Drive-In Theatre,
Macon, Ga.

Re: "For Better or For Worse?"

To BEN SHLYEN:

I think, Ben, you really told the story in the last paragraph:

"The future of the motion picture theatre must depend on motion pictures. All else is frosting on the cake."

With kindest regards.

A. W. SCHWALBERG

President,
Paramount Film Distributing Corp.,
1501 Broadway,
New York City

To BEN SHLYEN:

I want to compliment you on the editorial in the June 2 issue of BOXOFFICE.

Your editorials are always good, but your analysis of a most difficult subject in the editorial headed "For Better or For Worse?" is a masterpiece.

Kindest personal regards.

ARTHUR H. LOCKWOOD

Lockwood & Gordon Enterprises,
260 Tremont St.,
Boston, Mass.

To BEN SHLYEN:

You have always made an intelligent and aggressive approach to the problems of the industry, and this is another example of how hardhitting and clearheaded you can be on the conditions we face.

Keep punching, Ben—you're doing a world of good in keeping up the morale of the industry.

GAEL SULLIVAN

Executive Director,
Theatre Owners of America,
1501 Broadway,
New York City

Kroger Babb Speeds Work On 'Secrets of Beauty'

HOLLYWOOD—Returning from a ten-day flying trip to Honolulu, Kroger Babb, president of Hallmark Productions, is speeding work on completion of "Secrets of Beauty," which will be world-premiered August 27 at the Criterion Theatre in New York. While in Hawaii Babb completed arrangements for a worldwide Hallmark convention there December 8 through 15.

Babb also accepted delivery in Honolulu on the first of 12 airplanes purchased by him and a west coast syndicate from the New Zealand government. Eight will be re-sold in the U.S. and four retained for Hallmark use.

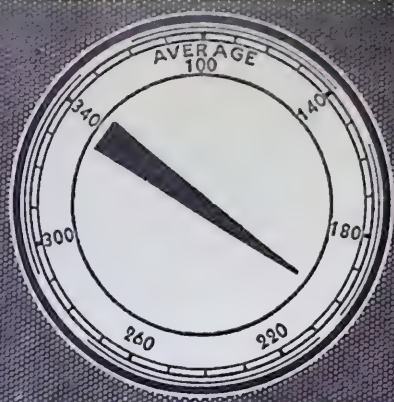
Accompanying Babb were William Stephens, production manager; Mrs. Stephens, and Scenarist Mildred Horn.

'Passage West' Tour Ends

NEW YORK—John Payne, Dennis O'Keefe and Arleen Whelan have ended their personal appearance tour in 33 cities to promote Paramount's "Passage West" in Technicolor. The tour, which began June 4, covered 13 southern states.



BROIDY HOSTS NEW PRODUCER—Walter Wanger (second from left) was the guest of honor at a reception given by Steve Brody, president of Monogram and Allied Artists, shortly after Wanger signed a three-year ticket to deliver three pictures annually for AA release. Shown here with Wanger are Harold Mirisch, Monogram-AA vice-president (extreme left); Brody and Morey Goldstein, general sales manager.



BOXOFFICE BAROMETER

This chart records the performance of current attractions in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Abbott, Costello Meet Invisible Man (U-I)	100	100	100	130	150	125	200	85	120	110	95	100	80	110	140	125	185	100	120		
Adam and Evalyn (U-I)	120	105				90	90	100				100	90	100	95	100	70		100		97
Air Cadet (U-I)	95	90	85	100		70	90	150	85	90	80	75	85	90	100	120			100	85	94
Along the Great Divide (WB)		85	90	110	100	80	100	150		80	100	100	80	80	115	100	130		105	90	103
Brave Bulls, The (Col)	100		65		60	90			90	75		100	85	105	115		140	40	190	50	93
Bullfighter and the Lady, The (Rep)		85		100	75			125		50		100		85	90			50	125	75	78
Call of the Klondike (Mono)	90								80	100				100					100		94
Circle of Danger (UA)		100		100					100			75							90		93
Company She Keeps, The (RKO)	110	110	85	110		75	75	100	85	90	110	130	90	80	105	130	105		170	60	101
Dear Brat (Para)					90			65		75	125		85			115	100		95	90	93
Fabiola (UA)	89	130			120							125			135		135		190		132
Father's Wild Game (Mono)		100							85	65	85					100			100		89
Fighting Coast Guard (Rep)	118	100	75	125	80				80			70		90	110		140		170	75	103
Go for Broke! (MGM)				125	130	85		150		120	120	180	115		120	105	175	115	170	175	135
Half Angel (20th-Fox)	91	85	100	120		90			100		105	75	90			90		60			91
Hollywood Story (U-I)				115	70	75									105		100				93
Inside the Walls of Folsom Prison (WB)		130										110			102		97		120		112
Last Outpost (Para)	100		90		100	100		100			105							75	135	90	99
Long Dark Hall, The (UA)	89			100		80						75			105				70		87
Ma and Pa Kettle Back on the Farm (U-I)	103	110	105	130	125	130	95	175	85	140	120	75	100	70	95	140				130	113
Man From Planet X, The (UA)	94		110	105		75		100	90	85	100	100			115		130		110		101
Man Who Cheated Himself, The (20th-Fox)	100	80	110	90	100			100	90	95	100	80	70	85			150		100		94
My Forbidden Past (RKO)		125	105	105	90	110		160	130	110	110	100	90	100	120	100	95		150	100	112
My True Story (Col)		105						100	85		100			100							98
Oliver Twist (UA)		120	80			85		80						103							94
On the Riviera (20th-Fox)	134	125	105			110	105	175	80	110	130	140	120	150	150	110	150	100	200	150	130
Painted Hills, The (MGM)				100	80			100	50			120	80	90				60			85
Raton Pass (WB)	105	85	105	100	80	85		200	85	75	100	90	80	75	95	100	110	70	175	70	99
Redhead and the Cowboy, The (Para)	100	100	85	100	90	90	100	90	85	90	105		100	85	100	110	85	120	120	90	97
Rogue River (UA)	100	100	110	100	70	75		100	100	105	70	100	80	100	100		105		100	100	95
Santa Fe (Col)	94	75		105	90	85		150	80	75	120	90	80	100	95		140	70	105	90	100
Scarf, The (UA)		110		110	70						110	90	100		100		150	40	175		100
Sealed Cargo (RKO)	102		85	100		60			90		120	100		75	105	95	105				94
Soldiers Three (MGM)	102			120	90	90	90	190	50	80		120	95	80	115	90	90			150	103
Sun Sets at Dawn, The (UA)		120		110	60	85		75	90		70	115	95	60	95		130		110	100	94
Tarzan's Peril (RKO)	92	90	105		90	95	105	75	80	100	90					100	110	90	90		94
Thing From Another World, The (RKO)	119	150	110	135	130	145		160	100	120	120	150	100	105	175	125	150	90	200	200	139
Tokyo File 212 (RKO)	91	110								90				75			120	70			93
Under the Gun (U-I)					100		75	100	100	90	100	85	85	70	102	100	75		100	60	89
When the Redskins Rode (Col)	100		85	95						100	100	80				100					93
You're in the Navy Now (20th-Fox)		115	85	140		90	80	150	75	75		75		100		100			170		105

TOP HITS

— OF —

THE WEEK

Individual runs, not an average. Pictures with less than five runs do not appear in the chart above.

1. Angelo (Scalera)
Cleveland 200
2. The Second Woman (UA)
San Francisco 180
3. Along the Great Divide (WB)
San Francisco 165

4. Lorna Doone (Col)
San Francisco 190
5. You're in the Navy Now (20th-Fox)
Chicago 140
6. The Thing From Another World (RKO)
Chicago 135

The "LOST" Audience...



Jerry
WALD

Norman
KRASNA

Productions

RKO STUDIOS • 780 NORTH GOWER STREET • LOS ANGELES 38

OFFICE OF
JERRY WALD

Mr. William B. Carr
McCall's Magazine
230 Park Avenue
New York 17, New York

May 10, 1951

Dear Bill:

The "lost" audience in the motion picture industry today is not the television fans, nor the intellectuals, nor the over-30 group, as has been suggested. The lost audience is the woman who formerly went shopping with her neighbor, then took in a matinee; who dragged Pop and Junior out of the house once a week to see the double bill at the Bijou.

We have lost this woman -- who controls a majority of the box office by her influence over her husband and her children -- because we have stopped making movies for women. In our anxiety to create something new and startling for the screen, we have overlooked our most important market. We make movies for men, for adolescents, for pre-adolescents, for culture-vultures, for sophisticates who won't see pictures anyhow, for almost everyone except Mrs. Jones, and Mrs. Harris, and Mrs. Johnson.

Norman Krasna and myself are striving to regain that lost audience through the twelve pictures we will make for RKO Radio distribution in 1951.

But, you might ask, how do we know what stories will have that kind of appeal? There's only one way to judge. Read the magazines which appeal primarily to women. See what kind of stories they are reading. See what kind of what kind of advertisements attract their attention. See what kind of letters women write to editors.

Frankly, there's no magazine that gives a better or more accurate picture of the mind of today's woman than McCall's. The articles and the grade of fiction in the magazine are always in the most impeccable taste, never stooping to sensationalism for the sake of a few extra newsstand sales.

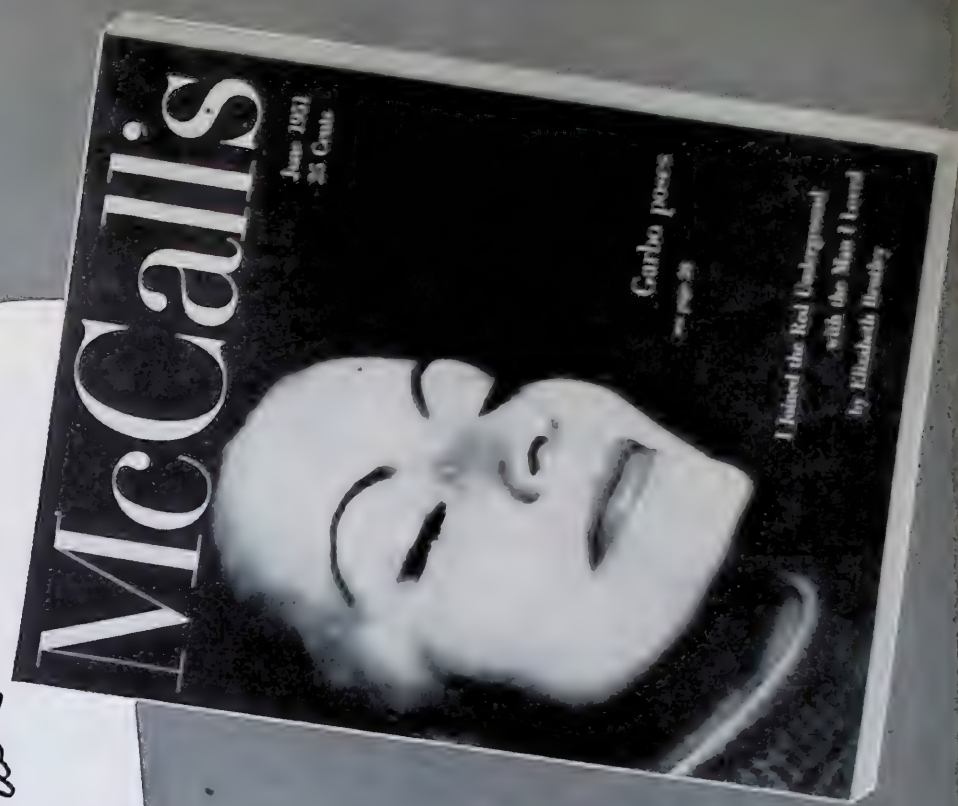
For this reason, McCall's is a most accurate guide to the woman's world and the woman's mind and, most of all, a woman's emotions.

Sincerely

Gray Wald

...and how to
regain it!

CURRENT CIRCULATION OVER 4,000,000



'Richard II' Is First Production For New Studio in Hialeah, Fla.

CORAL GABLES, FLA.—Shakespeare's "Richard II" will be the first motion picture filmed by Filippo Del Guidice at the new Hialeah studios, it was learned this week. The production will definitely star the noted British and Broadway actor Maurice Evans, it is also learned.

Del Guidice, who has produced more than 35 pictures including several of the leading moneymakers for J. Arthur Rank and other British film distributors, has taken up resi-

dence in Coral Gables and said that he plans to make this his future permanent home. His "Henry V" has been a top grosser.

William Vaughn has been named the managing director of the studios at Hialeah and the new company's earnest intent is indicated by the work already under way in preparing scenery and sets. Del Guidice says that actual filming can't begin before some time in 1952.

Del Guidice is enthusiastic over the advantages offered by Florida.

In the Newsreels

Movietone News, No. 49: French recapture town from Indo-China Reds; Truman says fight against inflation will beat Reds; MacArthur blasts administration's policy on Korea; new luxury liner Constitution; Greek veterans home from Korean war; French aerialists thrill Paris with Eiffel tower act; huge crowd sees Massachusetts handicap classic.

News of the Day, No. 283: Teenage dope evil shocks the nation; bitter war renewed in Indo-China; Truman urges firm stand against inflation; lighter side of the news; world turf thriller.

Paramount News, No. 86: Britain's royal Ascot; dachshund adopts squirrel; ten-day battle in Indo-China; New York probes teenagers' addiction to narcotics; Eiffel tower trapeze act.

Universal News, No. 465: President Truman speaks; Indo-China war; amputees visit Truman; dog adopts squirrel; French acrobats; auto race.

Warner Pathe News, No. 88: MacArthur speaks in Texas; big French drive lades Reds in Indo-China; President Truman speaks on controls; Washington—amputee veterans show skill to President; New York—Medina raised to court of appeals; Washington—Mary Jo Shelley named WAC chief; Australia—bird gives cat the bird; Germany—squirrel dogs dog.

Movietone News, No. 50: Communists lose French election; Montreal fire toll nears 40; President signs India grain bill; General MacArthur hailed in Texas; Fulton J. Sheen is consecrated as a bishop; Ben Hogan wins U.S. open golf; college regatta at Marietta, Ohio, won by Wisconsin crew; inter-collegiate track meet.

News of the Day, No. 284: Critical French election; De Gaulle party top Reds; 39 die as fire sweeps home for aged and orphans; Miss Truman in Holland; wheat for India; Ben Hogan wins; inter-collegiate regatta; Belmont Stakes—turf thriller.

Paramount News, No. 87: Wisconsin rowing varsity scores upset; France goes to polls; stars over Albuquerque; pint-size fashions—everyone a doll; tragic fire in Montreal; Mr. Comeback does it again.

Universal News, No. 466: Montreal fire; wheat for India; royal outing in Holland; sheep roundup in Chile; college rowing regatta; track meet in Seattle; Ben Hogan wins tournament.

Warner Pathe News, No. 89: Montreal fire; Truman signs bill to send grain to India; French go to polls in key election; Hogan wins; Wisconsin crew wins; national collegiate track meet; New York—Counterpoint takes Belmont Stakes.

Telenews Digest, No. 24B: Washington—atomic report; news briefs—Paris, New York, Los Angeles; New York—Narcotics inquiry; Indo-China—battle for rice.

Telenews Digest, No. 25A: Korea—capture of Chonwon; report on Eniwetok; Europe—Red economies feel pinch; golf—Patty tops the Babe.

O'Shea, Pickman Promote July, August Releases

NEW YORK—E. K. "Ted" O'Shea, vice-president of Paramount Film Distribution Corp., and Jerry Pickman, director of advertising, publicity and exploitation, left for Los Angeles Wednesday (20) on the first lap of a trip to discuss promotion of the Al Schwalberg sales drive. O'Shea is national chairman of the drive's committee and Pickman is its honorary national chairman.

Thursday (21) and Friday (22) they will have conferences with George Smith, western division manager, at Los Angeles; Monday (25) and Tuesday (26) they will meet with Duke Clark, south-central division manager, at Dallas; Wednesday (27) and Thursday (28) with J. J. Donohue, central division manager, at Chicago. On their return trip they also will have talks with Hugh Owen, eastern and southern division manager; Howard Minsky, mid-eastern division manager, and eastern branch managers.

WE KNOW WHAT WE'RE DOING

(and we want to do it Right!)



KROGER BARR
President
HALLMARK

...any picture that carries my name will always **TEACH**, but will never **Preach!**—K.B. at CHICAGO CONVENTION—



JACK THOMAS
Gen. Mgr.
HALLMARK

...the job of you and our roadshow organization is to treat every Exhibitor better than he treats us!—K.B. at CHICAGO CONVENTION—



HELEN STOWELL
H. O. Mgr.
HALLMARK

...the job of you and the 'Chairwarmers' is to see that every Theatre has everything it needs!—K.B. at CHICAGO CONVENTION—



HENRY STOWELL
Pub. Rel.
HALLMARK

...your job and the Publicists is to develop, test and finalize my ideas into a sane, successful Exploitation formula!—K.B. at CHI.—



MARTIN NOLAN
Contract Dept.
HALLMARK

...your job and our Agents is to book our shows, use our campaigns, and see that we are all Happy with Profits!—K.B. at CHICAGO CONVENTION—

THAT'S WHAT MAKES HALLMARK TICK!



Mr. Exhibitor:
IF YOU'RE NOT PLAYING HALLMARK SHOWS YOU JUST DON'T KNOW WHAT YOU'RE MISSING!
ASK THE THOUSANDS WHO PLAY THEM!

EQUIP with STANDEE SPEAKERS!

Your playground and back ramp and overflow areas as well as seating rows. Built-in transformer, 2500 and 7500 ohm impedance taps. Screwdriver volume control. Unparalleled sound reproduction.

DRIVE-IN THEATRE MFG. CO. 724 Baltimore
Baltimore City, Md.

Jack Schlaifer's Group Adds District Managers

NEW YORK—Six district managers have been added to the Jack Schlaifer Organization by L. J. Schlaifer, president. This raises the total to nine.

The new men are: Jack Bellman, former Eagle Lion Classics national circuit contact, who will be New York metropolitan district sales manager; Grover Parsons, former ELC Atlanta district manager, who will become southeastern sales manager; William Shartin, former ELC Seattle branch manager, northwestern sales manager; Al Glaubinger, former ELC Cincinnati branch manager, central-states sales manager; Claud E. Morris, ELC Los Angeles district sales manager, and Max Cohen, former ELC Washington branch manager, both of whom will have similar posts in the Schlaifer organization.

The three division managers already with the Schlaifer group are: James Leo, western division at San Francisco; James E. Gribble, southern division manager at Dallas, and Tom Duane, eastern, working out of Boston.

The organization has moved to 723 Seventh ave. from 165 West 46th st. Three new releases have been acquired—"The Interrupted Journey," a Valiant production starring Richard Todd and Valerie Hobson; "Venus on Broadway," produced and directed by Albert Vox, and starring Lillian White, and "French Girls At Bay," produced by Julien Duvivier.

DIT-MCO IN-CAR SPEAKERS

Senior or Junior Type, can be used to replace any make of in-car speakers.

DRIVE-IN THEATRE MFG. CO. 729 Baltimore Kansas City, Mo.

Don't Reduce Theatre Playing Time, Exhibitor Paul Foster Advises

CLEVELAND—Exhibitors in this area are agreed that business is generally bad, but they are not agreed on what to do about it. Some are reducing their playing time to weekends. Others are cutting out the week-ends and keeping open midweek. Still others are just shuttering their theatres for the season.

But there are still some exhibitors who maintain their faith in the movie industry as the best and cheapest entertainment for the masses and who believe that with intelligent effort the industry will weather the present storm. Such an exhibitor is Paul Foster, owner of the 600-seat King Theatre, located at 7101 Kinsman road.

The King Theatre is a last-run neighborhood house. Foster has tried to establish it as a community center ever since he took the house over in 1948, and he is working on a longtime plan. "In the first place," Foster says, "I do not believe in reducing the playing time of theatres. Give your patrons an opportunity to develop new entertainment habits on your closed days and these new habits will hold over through your open days. In my opinion, we should make entertainment available to our patrons every day in the week. We should be open when a patron has the urge to attend a movie."

"In my long range planning," Foster continues, "I am building my future patronage. It has been my practice ever since I took

over the King Theatre to participate in the activities of the neighborhood playgrounds. I make it my business to see that the children who play there know me. During the summer I frequently supply them with milk. I distribute candy to them. I try to gain their confidence. When those kids are old enough to go to the movies, they will come to the King Theatre where they know me and where I know them. I figure it takes about five years to build a playground child into a theatre patron.

"Sure, business is poor today. But unless we plan for the future it will stay that way. Closing theatres, breaking whatever public relations have been established by cutting down playtime—these methods will not bring back the golden era when there was little cheap or free competition. To get back on firm, financial ground, we have to make our theatres important in their immediate communities both through good programming and through good public relations."

Canada Project Described

NEW YORK—Mrs. Donald McGibbon, honorary chairman of the Children's Film Library of Canada, told the American Children's Film Library committee Wednesday (13) about the progress made by the Canadian project, which is patterned after its American counterpart.

COLUMBIA PICTURES ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

JOHN DEREK in
MASK OF THE AVENGER
Color by TECHNICOLOR

with **ANTHONY QUINN**
Jody Lawrance

Arnold Moss • Eugene Iglesias
Screen Play by **JESSE L. LASKY, JR.**

Produced by **HUNT STROMBERG**
Directed by **PHIL KARLSON**

"FIVE"
starring
WILLIAM PHIPPS
SUSAN DOUGLAS
JAMES ANDERSON
CHARLES LAMPKIN
EARL LEE
Produced, written and directed by
ARCH OBOLER

Theatre Construction, Openings, Sales

CONSTRUCTION:

Algona, Iowa—Algona and Kossuth counties are to have an ultramodern theatre here by late August, named the Call. Central States Theatre Corp., Myron Blank, president, in charge.

El Paso, Tex.—John Blocker is building a twin drive-in, 800-car capacity, on Carlsbad road, to be named the Carlsbad Road Drive-In.

Gatineau Point, Que.—Wilfred Berlinguette, owner of Paris Cinema, is building a 600-seat theatre to cost \$100,000.

Jacksonville, Ill.—Central Amusement Co. increased capacity of Jacksonville Drive-In by 150 cars, to about 650. Complete playground installed.

Loveland, Colo.—A new 300-car drive-in is under construction on King's road, south of town, to open June 1.

North Vancouver—Local businessmen building a 1,000-seat theatre to be called the Shoreview.

Oklahoma City—Early summer opening planned for new Harbor Theatre under construction here by the CF circuit.

Picayune, Miss.—Work resumed on brick building

by W. B. Smith to house new theatre. Completion expected by July 1.

Prairie, Ky.—A new 200-car drive-in under construction by J. E. Belcher.

Stanton, Tex.—L. O. Morgan and son are constructing a 300-car drive-in here.

Stuart, Fla.—A 250-car drive-in under construction south of here for Leonard Creech.

Texas City, Tex.—Construction of a 700-car drive-in started by Long Theatre circuit for mid-July completion.

Wilmington, N. J.—The new Wilmington Drive-In is expected to open this season in city's ninth ward, near Blue Rocks ball park.

Wisconsin Dells, Wis.—Harry Melcher will build a drive-in here to open July 1.

OPENINGS:

Medart, Fla.—C. S. Allgood opened a new drive-in here, near Crawfordsville.

Memphis—The Crosstown Theatre, seating 1,400, set for May 18 opening as 63rd M. A. Lightman theatre.

Miami—Wometco circuit was to open new Negropatronage Bunche Theatre May 18, seating 1,300.

Minneapolis—Opening of new Volk Bros. \$500,000, 1,300-seat Terrace Theatre, held May 23.

Noblesville, Ind.—The new Noblesville Drive-In to open May 21. Operated by F. I. Mitchell; 450 cars.

Newark, N. J.—The new S-3 Drive-In on Route 17 opened in April; 1,400 cars.

New Castle, Ind.—The Hi-Lander Theatre opened here recently.

Newport, Ore.—The Yaquina Drive-In was recently opened here.

North Vancouver, B. C.—The 300-car Lions Drive-In was to open in early spring.

Oneida, Tenn.—The Oneida Amusement Co. completed its 400-seat theatre.

Onondaga, Fla.—This county's first drive-in, the Blount, opened two miles northeast on U.S. 32. Operated by Neely Theatres.

Pasoli, Ind.—James Dunn planned to open his 300-car drive-in in May.

Perry, Fla.—The 200-car drive-in, owned by Porter Enterprises, opened in April.

Portland, Ind.—Dick Morton opened his 450-car Portland Drive-In on April 29.

Quincy, Fla.—The Hill Drive-In, 300 cars, owned and operated by Interstate Enterprises, opened.

Richmond, Va.—W. H. Turner opened his 600-seat Lyric Theatre in April.

Rochester, N. Y.—The Dryden Theatre of the George Eastman House, opened in May. Theatre to be used for showing early historical films.

Rome, Ga.—The Rome Drive-In, owned by Lam Operating Co., was to open in May.

Rome, Ga.—The Newman Drive-In, 500-car, owned by Newman Theatre Co., was to open in May.

St. Joseph, Ill.—The new Playhouse Theatre, 70 seats, opened by Harry Blackford.

Samford, N. C.—A spring opening was held for the Lee Drive-In, operated by O. C. Cagle.

San Francisco—The new 600-car Terrace Drive-In on Alemany boulevard was to open in May.

San Francisco—The Coalonga Drive-In was opened on Jayne avenue at Avenal road by Charles Harris.

Shreveport, La.—The 650-car Sunset Drive-In, erected by G. H. Mercer, announced for May opening.

South Daytona Beach, Fla.—No. 1 Drive-In, 600 cars, opened in April.

Stamford, Conn.—The 500-car drive-in on Shippan avenue opened recently by William T. Sobel.

Taft, Calif.—Opening of the \$300,000 Fox held May 1. The 1,078-seat house replaces the Hippodrome, destroyed by fire in 1950.

Torrington, Conn.—The Vincent Youmatz 575-car Sky-Vue Drive-In opened May 9.

Tucumcari, N. M.—Milas Hurley opened his combination indoor-outdoor Canal Drive-In.

Utica, N. Y.—The new 400-car Schuyler Drive-In opened May 11 under management of Lou Goldstein.

Vancouver—The new Paramount Drive-In, 700-seat capacity, was to open in May.

Washington—Roth Theatre circuit opened new Park Theatre on Savannah avenue at 14th street in Congress Park Southeast on May 18.

West Boylston, Mass.—The new 1,600-car, single screen West Boylston drive-in, built by Grilling-Lasky Construction Co. for E. M. Loew Theatres, opened June 10.

Windsor Mills, Que.—Armand Champagne opened a new 450-seat theatre.

Winnipeg—The Northmain Drive-In was opened recently by Max Shnier. It has 900-car capacity.

SALES:

Alicia, Ark.—Ben R. Bush of Bush & Poulson has bought the Alicia Theatre from Mrs. Dorca McCullough.

Battle Ground, Wash.—Mr. and Mrs. R. C. Wilson have purchased the Bee Gee Theatre from Edward Heikala.

Broughton, Pa.—The Carol Theatre, owned and managed by Russell U. Olmhausen, has been sold and closed. The theatre will be remodeled into a store.

Brownsville, Ore.—The Linn Theatre was sold to

Mr. and Mrs. Virgil Tuel and Mr. and Mrs. Stewart Walling.

Carrier Mills, Ill.—The 400-seat Nox Theatre here was sold by A. M. Channess to the Turner-Farrier Theatres, Harrisburg. Following the deal, the Nox was closed.

Chapel Hill, N. C.—Hugh Smart has purchased the Village Theatre from United Paramount Theatres and renamed it the Variety.

Charlotte, N. C.—Bill Joyner has taken over the Mount Gilead and Troy theatres from C. B. Winn.

Cleveland—New owners of the 3,500-seat Hippodrome Theatre are Herbert Scheffel and Alfred G. Burger.

Coquille, Ore.—Lloyd Cleaver, partner with Orville Woods in operation of the Liberty and Roxy, has bought out Woods.

Dallas, Tex.—Leon Craiker has taken over operation of the Knox Street Theatre with May 17 opening planned. It was closed about a year.

Detroit—The Sam Carvers recently acquired the Chandler Theatre.

Devon, Conn.—Nelson Harris, projectionist, bought the 289-seat Devon Theatre from George Forrell.

Earlham, Iowa—Richard Conway of Adel has purchased the Earl Theatre from Mr. and Mrs. Ed Fitzgerald.

Fort Dodge, Iowa—The Fort Dodge Theatre, seating 450, has been sold to Martin L. Holzman by Clyde Shade.

Grand Rapids, Mich.—Ted Rosendell has taken over the Burton Theatre from Leo Robinson.

Harrison, Ark.—Mrs. Glenda W. Andrews has purchased the Vox Theatre from E. A. Nicholson.

Jefferson, S. C.—Carl Miller bought the Beall Theatre from Van Lingle Munro, former big league baseball pitcher.

Kremmling, Colo.—Mr. and Mrs. Paul Heeny have purchased an interest in the Ramona Theatre from Mr. and Mrs. R. D. Ervin.

Lime Springs, Iowa—Ralph Buttolph purchased the Lime Theatre from John Miller of Minneapolis.

Maillardsville, B. C.—New owners of Sam's Theatre, near New Westminster, have renamed it the Academy. The house is a 400-seater.

Mooresville, Ind.—The Ritz Theatre has been sold to Mr. and Mrs. John Alexander by Mr. and Mrs. William McNabb.

New Franklin, Mo.—Joseph C. Green has purchased the Roxy Theatre from Mr. and Mrs. Charlie B. Morris.

New Orleans—Leverie Montgomery sold his four out-of-town theatres to T. G. Solomon of McComb, Miss. The theatres: the Clarke, Natchez, Miss.; the Tiger Drive-In, Baton Rouge; the Bama Drive-In, Mobile; the Palatof Drive-In, Pensacola, Fla.

Newark, Okla.—Miss Walsey Campbell has purchased the O. K. Theatre from Mr. and Mrs. Tillie Hoffman. Miss Campbell sold the house to the Hoffmans last September.

Oakland, Calif.—Ellis Levy has taken over the Century Theatre and will operate it as an art house. It has been named the Paris.

Oakland, Calif.—A. H. Nylan and L. J. "Bucky" Williams purchased the New Peerless Theatre and changed the name to the New Newsreel Theatre.

Ottawa—The Britannia Drive-In near here has been sold by Ottawa Drive-In Theatres, Ltd., to the Wilson Century Theatres.

Persia, Iowa—The Legg & Ielli circuit sold the Persia Theatre to Glenn Axtel.

Port Huron, Mich.—Harold G. Bernstein, head of Bernstein Theatres, has taken over the Riviera and Lake theatres. The Lake was formerly owned by William Kentz and the Riviera by Edward S. Pascoe.

Quincy, Calif.—The Log Cabin Theatre has been purchased by J. C. "Stub" Lee from Ed Clays.

St. Helens, Ore.—Claude Smith purchased the Columbia Theatre from Albert and William Forman.

Sacramento, Calif.—Kelma Theatres has taken over operation of the Liberty and Robert Lippert theatres.

San Francisco—The Roxie and Cameo theatres sold by Mark Harrison and Helen Seiter to Robert Sayegh and George M. Nabhan.

San Francisco—The Brisbane Theatre was sold to Ed Michelsen by Cris Mentis and Jimmy Leaskon.

Scott City, Kas.—Francis Rodenbeck recently sold his interest in the Scott City Drive-In to Ware & Haverfield, partners, who in turn sold a half interest to Fred W. Munson and Tom Triffet.

Tuckerman, Ark.—Tom Kirk sold the New Theatre to Cletus Coe and Ezra Coe.

Vancouver—Sam Tyler has purchased the 498-seat Oak Vay Theatre in Victory from Jack Barron of Calgary.

Wilton, N. D.—The Grand Theatre reopened under new ownership of J. A. Seay, who bought it from Arnold M. Sevalson.

NO MORE HEADACHES!

for your
eye-strained customers

NO MORE HEADACHES!

for YOU, Mr. Theatre
Owner... you can fill every
seat... down front... on the
side or in the middle... with
HAPPY CUSTOMERS



CYCLORAMIC
Starts

The
Magic Screen
of the Future
is here NOW!

**NO GLARE
CUSTOM
SCREEN**

NO PERFORATIONS to dot your
patrons' eyes. No eye strain from distortion.

IT'S WONDERFUL!
SAY PLEASED PATRONS EVERYWHERE!

B. F. SHEARER COMPANY
2318 Second Avenue, Seattle 1, Washington

EXPORT DISTRIBUTOR: FRAZAR & HANSEN, LTD., 301 CLAY ST., SAN FRANCISCO
CANADA: DOMINION SOUND EQUIPMENT, LTD., OFFICES IN ALL PRINCIPAL CITIES

**OUTDOOR
REFRESHMENT
SERVICE**
from Coast
to Coast
over 1/4 Century

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y.

Refreshment
Service for
**DRIVE-IN
THEATRES**

Phone
WA. 2305

EXIT LIGHT for FENCE or POST MOUNTING
Needed for rapid emptying of drive-in.
Panels with arrows right or left.

DRIVE-IN THEATRE MFG. CO.
728 Baltimore
Kansas City, Mo.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

Boxoffice Showmandiser

SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Salesmen

The July issue of Pageant magazine offers an illustrated feature on Salesmanship in Signs. It provides graphic proof how clever play with words helps to impress the consumer and reduce sales resistance. Humor, originality and ingenuity combine in slogans to sell the public, with practitioners of the art rated among the country's front-line salesmen.

Here is the copy used in some of the signs as examples of how some merchants sell their ideas and products:

In a sign shop, "Everyone Reads Our Signs—Including You."

In a bakery, "We Knew You Were Coming."

In a florist shop, "Never Feel Sorry for Cut Flowers—They Were Born to Die So That Sentiment Could Live."

A stationer, "Our New Line of Greeting Cards Will Amaze You With Your Cleverness."

A liquor store, "Stock Up. Don't Take Chances of Running Out of Hospitality Before You Run Out of Guests."

Picture-framer, "We Accomplish Miracles in Framing. We Can Even Make a Picture of Your Mother-in-Law Look Attractive."

In the Pageant article, theatre signs are conspicuous by their absence. Yet, Salesmanship is what the motion picture industry looks upon as Showmanship. Here is another advertising facet in which someone else appears to agree with Kroger Babb who has been telling exhibitors: "Everyone uses showmanship except those in our business."

Fred Heniser, manager of the Hines Theatre, Portland, Ind., finds it profitable to use ideas he reads about in the Showmandiser section. Recently he promoted a Coat Hanger matinee which was reported here. Each youngster who brought in 25 wire hangers was admitted free. A happy crowd of kids responded. A neighborhood cleaning establishment purchased the hangers, reimbursing the theatre for every free admission.

—Chester Friedman

Pinza Records on Radio In 'Mr. Imperium' Tieup



Howard Rutherford, manager of Loew's Theatre in Indianapolis, obtained maximum cooperation from RCA Victor record dealers in behalf of "Mr. Imperium." Disk jockeys featured recordings of Ezio Pinza singing hit tunes from the film to augment radio spot announcements which gave the playdates saturation penetration in homes throughout the area.

The radio advertising campaign was directed through stations WIRE, WIBC, WFBM and WISH. Ten days prior to opening, station WFBM launched a contest, inviting listeners to name the mule which appears in the picture. Winners received RCA Victor albums and theatre guest tickets. The station aired Pinza records exclusively throughout the daily program and included several mentions of the picture engagement scheduled for Loew's.

The Man on the Street program, aired by WISH each day, offered guest tickets and plugged the picture to persons who were queried on the show. WIBC devoted a half-hour program to music from "Mr. Imperium" with mention of the theatre booking.

Easy Gwynn, WIBC disk jockey, tied in a daily program of Pinza records with a street ballyhoo which attracted wide attention and helped to publicize the film. He announced that girls, dressed in shorts and carrying port-

able radio sets, would appear in the downtown shopping section each day during his program. The first five persons who stepped up to these girls and said, "You are the daughter of Mr. Imperium" received free guest tickets to the theatre.

Window displays centering around the music theme were used by Wilkings department store, Wasson's department store, Leibler's, Pearson's and the Block department store. Leibler's also used newspaper co-ops.

Rutherford got his campaign in motion three weeks in advance, using a special teaser trailer and recordings of Pinza during recessions.

A large setpiece was displayed in the lobby and additional signs were placed in and around the theatre with color enlargements and stills from the film production. A week before opening, blowups of star heads were placed on the marquee with date snipes which were changed to "Now" during the current playdates.

The Indianapolis Times broke art and story layouts in the amusement section on Saturday before opening, Sunday before opening and used current art in addition to the usual review. The Star broke a pictorial layout in the Sunday edition and the News came through with advance readers and art on opening day.

Sneak Preview and Army Co-Op Start Advance 'Front' Publicity



George Pappas, manager of the Indiana Theatre, Marion, Ind., tied up with the army recruiting drive, with merchants, and used special exploitation stunts to promote "Up Front." A sneak preview, three weeks in advance, created word-of-mouth publicity and had local theatre patrons eagerly awaiting the picture's regular engagement.

Pappas' ad campaign included teasers and a large ad which included the AP release about a Hartford, Conn., woman who laughed herself into the hospital at the screen antics of the Mauldin characters.

The military tieup provided several effective ballyhoos for the picture including a parade, bannered vehicles and overhead street signs which heralded the Indiana playdates. A 24-sheet cutout of the stars and title were placed across the glass entrance doors of the theatre a week prior to open-

ing. Theatre employees wore fatigue army outfits and displayed lettered medallions.

In front of the New York Candy Kitchen, a large platform was erected on which two theatre employees in army fatigue peeled potatoes to the great amusement of passersby. The tieup was made possible and the location obtained because of the enlistment drive.

Exchange heralds were distributed with an ad imprint on the back with the cooperating merchant underwriting the cost. One thousand additional circulars, "How to Win at Canasta, Gin Rummy, etc." were handed out to people in the downtown shopping area. Two thousand bags distributed by the Kroger Store and an additional quantity at the five-and-dime store carried a slug advertising the Indiana attraction. Five thousand paper napkins with theatre imprint were given to restaurants and soda fountains.

Yarmouth Showman Aims Ads at 'Cabin Fever'

Bob Galbraith, manager of the Community Theatre at Yarmouth, N. S., is waging a campaign to get folks in that district out of their homes and into the theatre. Galbraith has been directing special advertising at the stay-at-homes. Here is a sample:

"Maybe you, too, have been staying home too much lately. Home is a fine place . . . but one should get out more often to prevent CABIN FEVER, jumpy nerves and boredom. The best remedy and preventive is a GOOD MOVIE . . . Nothing so relaxes and entertains. Movies are at their best at the Community."

The advertising is being incorporated in the regular newspaper advertising space and also sent via direct mail to the homes. Galbraith is also stressing the availability of two telephones at the theatre to give "show information." The Community is described as "Your Friendly Family Theatre" and "A Local Organization Built on Courtesy."

When Galbraith gets a picture he feels is worth it, he goes to bat for it at the box-

office individually, as witness his campaign on "The Glass Menagerie": "To our patrons," he advertised, "It has been a long time since we have offered entertainment as warm and richly human. I sincerely believe it will win a prize place in your heart." (Manager's name.)

Italian-Americans Get 'Vendetta' Postcards

Capitalizing on the locale of "Vendetta," manager of the Jefferson, Auburn, N. Y., mailed 1,500 postcards to local residents of Italian ancestry informing them of the picture playdates. He also circularized leaders of all music societies to promote the playdates.

Corcoran contacted school teachers and principals prior to the opening of "Hamlet" and succeeded in getting announcements in English classrooms. Two high schools conducted essay contests, with theatre passes awarded the entrants submitting the best. The daily newspaper cooperated by running a two-column scene cut and publishing an editorial praising the film production.

Personal Contacts And Endorsements Help 'Communist'

Depending mainly on personal contacts and endorsements from local organizations, J. C. Weddle, co-owner and manager of the Walnut, Lawrenceburg, Ind., achieved top grosses with "I Was a Communist for the FBI."

The Walnut, with a seating capacity under 600 and drawing on a population of 5,000, cannot afford to increase the ad budget regularly because, said Weddle, the theatre cannot take in enough in extra patronage to make up any sizable increase in expenses.

He said that business had been off 30 per cent during previous months, but in spite of strong opposition from auto races, a drive-in theatre, a municipal swimming pool, hot weather and a second-run booking following a theatre located only four miles away, the Walnut racked up its second highest gross of the year with "I Was a Communist for the FBI" as a result of the personal contacts he made.

Four hundred members of the American Legion received special announcements in the mail. On the last day of school, teachers cooperated by handing out printed notices of the theatre playdates to the children, with instructions to deliver them to their parents.

The theatre's regular mailing list of 2,000 which goes to all rural householders carried special announcements on the picture. Heralds including imprint of a four-column ad mat were distributed door-to-door, left in parked cars and passed out among employees at all local plants. Several of the heralds, carrying an endorsement by the executive board of the Schenley & Seagram distillers, were posted on all department bulletin boards at the distilleries.

A notice of the picture playdates appeared in the Catholic Bulletin, which reaches approximately 30 per cent of the local residents. A similar announcement ran in the Chamber of Commerce monthly bulletin which goes to all businessmen and merchants. Two rural papers carried editorials on the picture, with mention of the Walnut playdates.

In order to obtain the cooperation of the various organizations and business firms noted above, Weddle personally called on clergymen, PTA leaders, the Legion commander, etc., almost a full month before the picture was dated.

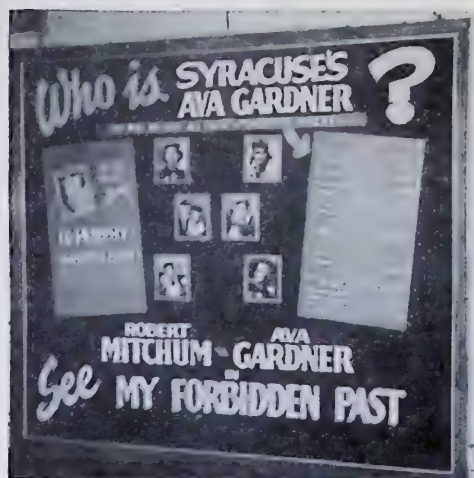
Searches for 'Fat Man'

A local search for the ten fattest men in Hartford was one of the promotions arranged by Manager Jim McCarthy of the Strand Theatre to exploit "The Fat Man." The newspaper cooperated by running stories announcing that the ten fattest men in town would be admitted free to see "The Fat Man," upon presenting themselves at the boxoffice.

Cola Makes 'Fancy' Tieup

Rodney Collier, manager of the Stanley Theatre, Baltimore, tied in with the Royal Crown Cola distributor for truck banners on 15 vehicles which service the area, advertising "Goodbye, My Fancy." The posters, measuring 5x6 feet, were on the trucks ten days in advance and during the playdates.

Resemblance Contest Heightens Interest In Gardner Picture



Citywide interest in an Ava Gardner resemblance contest helped exploit "My Forbidden Past" for Sol Sorkin, manager of Keith's, Syracuse, N. Y.

Sorkin obtained a veritable jackpot of prizes from local merchants. The promotion was handled by Ed Murphy, star of the Timekeeper radio show on station WSYR. He plugged the contest daily, beginning 14 days prior to the opening of the picture and presented the prizes from the theatre stage.

Several thousand heralds outlining the contest rules and listing the prizes, with copy seeking entrants, were freely distributed. Contestants were required to submit photographs which Sorkin put on display in the theatre lobby. Patrons were given ballots and asked to vote for their choice on the basis of the girl who most resembles Ava Gardner.

The contest received advance notices in the daily newspapers and a photo of the winner broke in the papers on the second day of the film's current showing.

Window cards and inserts obtained from National Screen Service were displayed on newsstands, in drug stores and stationery shops, tying in the novel, "My Forbidden Past." Three hundred "Forbidden Past" roses were given by a florist to women attending the opening day matinee.

Tenants in New Housing Get Institutional Copy

In an effort to stimulate patronage from tenants in new housing developments in Port Richmond, N. Y., H. Spencer Bregoff, manager of the Ritz Theatre, has been using institutional copy on all heralds advertising coming attractions.

The copy is slanted to acquaint prospective customers with the theatre policy and points up such features as air conditioning, smoking privileges, the concession stand, the theatre's special kiddie attractions, etc., including notice of change days and starting times. Information is included on which buses can be used to reach the Ritz, and copy emphasizes the theatre's free parking space.

The heralds are distributed door-to-door by members of the theatre staff each week.

Military Exhibits and Stage Wedding Hypo Patron Interest for P.E. McCoy

In conjunction with Armed Forces week, P. E. McCoy, manager of the Miller Theatre, Augusta, Ga., tied up with local military establishments and arranged a highly interesting exhibit in the theatre lobby. It included a small arms display, an optical display featuring binoculars of various types, and a demonstration by a watchmaker of how watches are tested for accuracy.

The Camp Gordon military band entertained the audience with a half-hour concert on the stage, and a recruiting booth was maintained in the lobby throughout the week. Military personnel were admitted at a special reduced admission rate during the week.

McCoy had excellent cooperation from the local radio stations and newspapers.

Highlights of McCoy's campaign for "Royal Wedding" were a stage wedding, a samba dance contest, a promotional tieup with the Fred Astaire dance studio, and numerous music tieups. The samba contest was held on the theatre stage on opening night, after contestants had been screened by the Fred Astaire studio. Officials from the dance school selected five couples who appeared in the finals, each receiving lessons gratis in addition to various prizes donated by local merchants. The studio ran a series of newspaper ads plugging the contest and "Royal



Wedding" beginning two weeks in advance.

On the second day of the showing, a local couple was married on the stage by a minister. The ceremony was announced several weeks in advance via screen trailer, newspaper stories, lobby displays and window cards. Merchants contributed hundreds of dollars in gifts which included furniture, jewelry, silver settings, linens and the wedding gown. The couple departed from the theatre in a Cadillac appropriately bannered, with a police escort.

All local radio stations plugged hit tunes from the picture in advance and during the playdates, and music stores featured sheet music and records of the songs.

Ship Models Promote 'Columbus' Interest

A unique lobby was arranged on "Christopher Columbus" by Len McGuire, manager of the Odeon Theatre, Port Arthur, Ont. He obtained more than a dozen ship models including a 14-foot reproduction of the Canadian navy Corvette, Port Arthur, which is named after the city and was adopted by the townspeople. In the display were several miniature ships in bottles, replicas of square rigged sailing vessels, and models of destroyers, cruisers, battleships and a submarine. The exhibit was backed by photo layouts in color from magazines which had reviewed the picture. A notable feature of the exhibit were examples depicting the improvements in shipbuilding from the days of Columbus to the present.

Circulars, School Aid Pull Extra Business

Clarence Cropper, manager of the Ashland (Ohio) Theatre, screened "I'd Climb the Highest Mountain" for ministers and PTA representatives to stimulate advance word-of-mouth publicity for the picture. He sold the back page of 2,000 heralds to a local merchant to defray the cost and had these distributed in homes and parked autos.

For "Macbeth," Cropper enlisted the aid of high school and college teachers in getting announcements to the students and signs on school bulletin boards.

A recent Roy Rogers matinee attracted a capacity audience of kids to the Ashland after Cropper advertised that a bicycle and three Roy Rogers watches would be given away, courtesy of a neighborhood jeweler.

Film Premiere Rates 'Coast Guard' Co-Op

A proclamation saluting the coast guard, issued by city officials, and an outdoor demonstration of lifesaving with a breeches buoy were highlights of Manager E. A. MacKenna's campaign for "Fighting Coast Guard" at the Joy Theatre in New Orleans.

The proclamation urged local citizens to pay homage to the deeds of the coast guard and was widely publicized in the press and by radio news commentators. The breeches buoy demonstration took place in front of the theatre before a large crowd of interested spectators.

The coast guard cutter, Tampa, held an open house program for the public on opening day of the picture, and crew members participated in a parade along Canal Street. The guardsmen took over the Joy Theatre for the premiere showing, acting as ushers, doormen, candy salesmen, etc.

Holmes, New Orleans department store, took a five-column display ad in the two leading daily newspapers, with copy saluting coast guard day and southern premiere of the picture, and listing activities scheduled in conjunction with the Joy Theatre opening.

Sets 'Caruso' Displays

Harold Klika, manager of the Bay, Green Bay, Mich., tied up with neighborhood music stores to promote "The Great Caruso." Each store posted a one-sheet, flanked by scene stills and a theatre credit card, in the center of the window. Albums of Lanza recordings from the film production were placed around the display.

Stars Are Trump Aces At 'Hole' Premiere In Albuquerque

City officials, local dignitaries, and a committee representing Interstate circuit turned out as a delegation to welcome Kirk Douglas and Jan Sterling to the Albuquerque, N. M., three-theatre world premiere of "Ace in the Hole." The film opened simultaneously at the Kimo, Sunshine and State, which are under the management of George Tucker.

The stars were met at the airport, with radio station KOAT broadcasting the reception. The party left by motorcade for the Albuquerque baseball park where Miss Sterling and Douglas participated in a home plate ceremony honoring the home team. Miss Sterling threw out the first ball. The entire proceedings were broadcast by radio station KVER.

Included in the schedule of activities for the two stars were a visit to the veterans' hospital, the christening ceremony of a Korea-bound jet plane named "Ace in the Hole" at the Kirkland air base, and several interviews with members of the press, radio and television. The Albuquerque Journal and the Tribune covered the stars' activities with stories and photos.

One of the highlights of the program festivities was a civic parade in honor of the premiere followed by a barbecue. Gov. Edwin Mechem issued a proclamation for "Ace in the Hole" day.

Convict on Streets

Arthur Stein, manager of the Rex, Cambridge, Mass., used a convict-garbed man to exploit the double feature program of "Fighting Racketeers" and "Criminal of the Underworld." Dressed in a garish, striped costume, with a pair of broken manacles on his wrists, the man walked through the busy shopping section with a sign: "I just broke out of Sing Sing to see the Rex double feature program. etc."

BOXOFFICE NUGGETS

Paul Player, manager of the Port Theatre, St. Joseph, Fla., built a special flash front to ballyhoo "Pagan Love Song" for its current playdates. He built a large overhead board which he lettered with the title and star names, and decorated side pieces with palm leaves set behind posters and stills. The boxoffice was covered with foliage and color photos.

A code-deciphering contest was used as an effective sidewalk promotion to stimulate interest in "Tokyo File 212," by Herbert Bonis, manager of the Palace in New York. Bonis displayed a 40x60 surrounded by stills of action highlights from the picture. Lettering informed passersby that the first 25 persons who deciphered a secret code message included in the copy would receive free theatre tickets.

In his campaign on "Tea for Two," Howard Schad, manager of the Ritz Theatre, Brewton, Ala., tied up with a local tea distributor

Fun Show Puts Over 'Dear Brat' Bill



Better than average grosses were realized by Harold Lyon, manager of the Paramount Theatre in Kansas City, from a campaign building up "Dear Brat" with an especially selected complement of short subjects into a well-rounded "Fun Show." "Dear Brat" was the third in Paramount's series which included "Dear Ruth" and "Dear Wife" but the first one without the regular stars, William Holden and Joan Caulfield. Not having the popular leading players to sell as usual, Lyon decided to use the new comedy feature as a cornerstone and book outstanding shorts with it. The crowd-pulling advertising shown here is the result of the manager's showmanship, and both upbeat grosses and satisfied patrons attested to the wisdom of his carefully mapped maneuver.

Kids Get Pony Rides

Vincent Youmatz, manager of the Sky-Vue Drive-In Theatre, Torrington, Conn., is advertising free pony cart rides for youngsters attending the theatre on weekends accompanied by their parents. All other times, a small charge is made for the rides.

Pretty Girls on Float Is New York Come-On For 'Ran All Way'

Merchandising tieups, street ballyhoo and radio contests preceded the opening of "He Ran All the Way" at the Paramount Theatre in New York. The campaign was carried out jointly under the direction of Jack McInerney, the theatre's publicity director, and Lige Brien, director of special events for United Artists.

A huge float carrying attractive bathing beauties and giant blowups of magazine stories and articles on the picture toured the Times Square area as well as other crowded sections of the city.

Sidewalk ballyhoo had four models dressed in raincoats walk among heavy throngs of pedestrians in the Times Square section with signs lettered: "Rain or shine, I'm going to see 'He Ran All the Way' at the Paramount Theatre." The girls distributed 10,000 sample packages of Barton's candy, promoted from the manufacturer, with announcement cards reading: "For a real treat, see etc., etc."

Ripley clothing stores throughout the metropolitan area tied in with the picture on window displays featuring special bargains advertised with the catchline: "'He Ran All the Way' for, etc., etc." Forty retail outlets for Barton's candy, and Horn and Hardart retail stores, used window displays announcing the picture booking.

A tieup was effected with Bell Publications and Screen Stories magazine, providing the theatre with large posters plugging the picture on newsstands and magazine racks.

A radio station and a television station co-operated in sponsoring a contest offering prizes and free tickets for the best letters received in answer to the question, "Did you ever run all the way, exert yourself to the utmost, and not get what you wanted?"

Theatre Ad Dominates Merchant Co-Op Page

W. V. Dworski, manager of the Harris, Findlay, Ohio, promoted a full-page newspaper co-op ad as part of his campaign for "The Great Caruso."

Five merchants used individual ads, each of which included star and scene cuts from the film production and suitable tie-in copy. The page was topped by a three-inch streamer extending a welcome to the theatre on behalf of the citizens of the community. Near the top of the page, Dworski included a three-column display ad for the picture with the announcement that there would be no advance in the regular admission prices.

Dworski mailed 900 postal cards to members of the Findlay Music league, and promoted five 15-minute programs on radio station WFIN, devoted to Mario Lanza records.

Stork Derby Promotes 'Dividend' in Taunton

John Corbett, manager of the Park in Taunton, Mass., promoted a stork derby keyed to the opening day of "Father's Little Dividend." Several neighborhood merchants donated gifts to the parents of the first child born after the picture opened. The merchants also took space in a quarter-page newspaper co-op ad publicizing the derby.

'Branded' Star Picks Buccaneer Queen in School Contest

For "Branded" at the Owen Theatre, Branson, Mo., Manager Steve Miller arranged to have Alan Ladd, star of the film, act as judge of the Owen high school annual Buccaneer Queen contest.

Through Jim Castle, Paramount field exploiter, Miller had Ladd judge the contest from photographs mailed to him in Hollywood. The star personally announced his selection via long distance phone from the Paramount lot in Hollywood.

A special program of stage activities at the Owen was broadcast by radio station KTTS. Queen candidates were introduced to the audience, and the screen show was further supplemented by stage entertainment including a male quartet and a comedy skit by the high school students.

The tieup is an annual event in Branson, and this year's queen contest, according to Miller, reached a new high peak of interest, with outstanding attendance at the theatre.

Radio stations KTTS and KWTO cooperated by announcing the queen contest on news broadcasts, beginning two weeks in advance. The event was featured in writeups in the daily and rural newspapers.

Mechanical Elephant Rides 'Fabiola' Fans

Gil Green, manager of the Michigan Theatre in Detroit, used a unique ballyhoo on "Fabiola." He arranged for Jumbo, a mechanical elephant, to appear in front of the theatre and give free rides to persons purchasing a theatre admission ticket.

The elephant is about 12 feet high, has a mechanical motor and lifelike leg and knee action, and conveys ten persons at a time. Through arrangements with a local drug store chain which uses the "elephant" for advertising purposes, the mechanical pachyderm was obtained without cost to the theatre. The stunt attracted considerable attention to the picture.

Green arranged with the owner of a pet ocelot to exhibit the animal in the theatre lobby and in front of the theatre several times during peak rush hours.

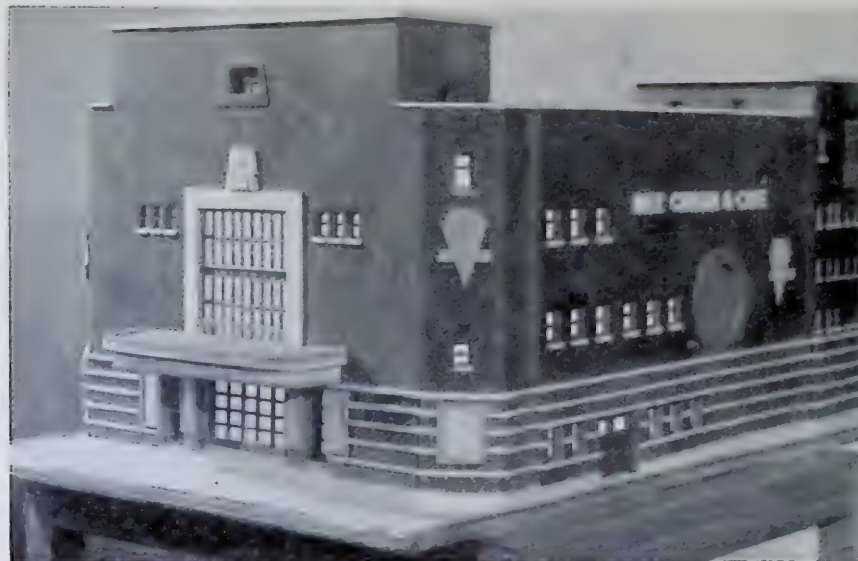
Students Get Free Show After Graduation Prom

The cause of small town public relations recently benefited through a free show put on by Steve Bernarsky, manager of the Palace Theatre, Hubbard, Ohio.

Realizing that night auto driving which customarily follows high school proms frequently results in accidents to teenagers, Bernarsky decided to put on a free show in an effort to get the youngsters to give up speed driving following this year's prom. He had the full cooperation of school officials, parents, newspapers and radio stations, all helping to spread word of the free show.

Bernarsky lined up a free luncheon through the courtesy of the Chamber of Commerce, getting a wonderful response from the graduates as well as their parents for providing free entertainment following the school dance.

Anniversary Was Coming So He Baked a Cake for the Lobby



To observe the 15th anniversary of the opening of the Ritz Cinema, Oxford, England, Manager Edward P. Frankham developed an idea to combine better business activities, aid public relations, properly observe the anniversary, and publicize "Tea for Two."

Frankham contacted the baking firm of Oliver & Gurden Ltd., and persuaded it to make a sugar-iced replica of the Ritz Theatre. The firm readily agreed, with the stipulation that after suitable exhibit in the theatre lobby, the unique birthday cake would be presented to the children's ward at the local eye hospital. Frankham arranged to have the mayor of Oxford accept the cake and present it to the kids.

The cake was an exact replica of the

Ritz, down to the minutest details, and weighed 50 pounds. Each step in the birthday cake promotion was covered by the press, including scenes taken at the bakery, the display in the lobby, and the presentation of the cake to the happy youngsters. During the anniversary week, the cake created extraordinary interest, attracting many people to the theatre.

As additional publicity, a telegram of greetings from Doris Day addressed to patrons, the management and staff of the Ritz, was blown up and displayed in the theatre lobby.

T. C. Buttle, assistant to Frankham, negotiated with restaurant owners to have "Tea for Two" menu folders placed on all tables a week prior to playdate.

'Great Divide' Ballyhoo In Memorial Parade

Jim McCarthy, manager of the Strand Theatre, Hartford, took advantage of the huge crowds which gathered to see the city's Memorial day parade to ballyhoo "Along the Great Divide." McCarthy borrowed several wagons and horses, bannered them with theatre copy and had them follow the parade through the downtown traffic. He had one horse and wagon, with prominent signs, hitched to a parking meter at a busy intersection. One of the Hartford dailies ran a gag photo of a cop affixing a parking ticket to the wagon.

Sets TV Interview

Roy Robbins, manager of the Aldine Theatre, Philadelphia, discovered a local resident who had witnessed some of the location shooting on "The Brave Bulls." He arranged for the man and himself to appear on Gabe Millerand's television show for an interview. Robbins flashed the pressbook on "The Brave Bulls" from time to time, and managed to steer the conversation so that the Aldine playdates received several mentions.

Pass On 'Wholesale' Goes With Co-Op Ad

James R. Womble, manager of the Lompoc (Calif.) Theatre, promoted a double truck newspaper co-op ad via a free ticket giveaway, as part of his campaign on "I Can Get It for You Wholesale."

Womble sold space to 16 merchants, collecting \$200. He offered each merchant a free guest ticket for presentation to every customer who purchased \$10 in merchandise a few days prior to the picture's opening.

He then contacted the advertising manager of the Lompoc Record and made a deal so that for the money collected, he would receive full reimbursement for any free tickets issued in the tieup, plus a banner streamer for the top and bottom of the page and a four-column display ad advertising the picture.

The ad included an announcement that the cooperating merchants would give a free theatre ticket with every purchase of \$10. Copy at the top of the spread included the tiein line: "We can't get it for you wholesale, but we can give it to you at the lowest possible prices, etc., etc."

Disk Jockeys Launch 'On Riviera' Tunes For Poli, Norwich

Joe Boyle, manager of the Poli, Norwich, Conn., brought music from "On the Riviera" to the attention of the public when disk jockeys on radio station WICH plugged song hits and when Boyle himself played them on the Poli public address system as exit music.

A teaser trailer was inserted in the middle of the newsreel beginning two weeks prior to opening. Advance and current stories were planted with the Norwich Bulletin & Record, with the newspaper sponsoring a classified ad tieup on the day before opening and on opening day.

One thousand special heralds were distributed as newspaper stuffers through the cooperation of the Norwich news agency. The Eaton Chase Co. featured a full window display two weeks in advance. At the local armory, where a fashion show was staged a few days prior to the picture's opening, a colorful 40x60 was displayed in the lobby.

Boyle contacted local civic and patriotic clubs and obtained permission to display stills and posters on bulletin boards. Using different colored chalk for each letter, the word "Riviera" was written on sidewalks in the downtown section, as a change from the usual stencil gimmick.

Matador Hokum Aids Interest in 'Bulls'

Two men, one costumed as a bull and the other as a matador, cavorted through the New Haven downtown shopping section to exploit "The Brave Bulls" for Sid Kleper, manager of the College Theatre.

The New Haven news agency distributed to newsstands throughout the area 100 three-color cards tying in the Pocketbook edition of "The Brave Bulls" with the theatre playdates. The company placed banners on its delivery trucks.

Lending libraries distributed 1,000 book-marks; travel agencies displayed cards tying in tours of Mexico, and Kleper obtained bulletin board announcements in 43 secondary and high schools. Three bookstores had displays announcing the picture playdates.

Kleper gave restaurants 1,000 place-mat doilies imprinted with advertising copy, and distributed 2,000 special heralds. Co-op ads from a local beauty parlor; daily announcements over radio station WBIB, and a gratis plug over WELI which used the transcription interview completed the campaign.

Postmaster Gets Scroll For 'Appointment' Plug

Ben Geary, manager of the Oswego (N. Y.) Theatre, didn't let a substitute booking on short notice interfere with his promotion of "Appointment With Danger." He contacted the postmaster and made plans for a civic presentation of the Paramount scroll honoring local postmasters throughout the country. Geary obtained the cooperation of the mayor who made the presentation, and got the newspaper editor to cover the story with a photographer. The stunt created advance word-of-mouth publicity for the picture.

National Tie-Ins Sell 'Lorna Doone' Locally

Half-sheet window posters obtained from the National Biscuit Co. and lettered with the theatre playdates were posted on all market and grocery windows in Baltimore by Adam Goelz, manager of the Town, to exploit "Lorna Doone."

Goelz contacted Curtis publishers to put poster cards on stands featuring the Lorna Doone comic adventure book. Theatre playdates were included.

Booked on the same program, the short subject, "Cruise Ship," gave Goelz an opportunity to get some additional publicity by having the Maryland Yacht society plug the program to its membership. One-sheets obtained from National Screen Service were displayed out front during the current playdates.

Circulars Directed To Baseball Fans

Capitalizing on the popularity of baseball in Pawnee, Okla., Milan Steele, manager of the Ritz, used baseball colloquialism as catch copy on a special circular he devised to exploit his June attractions.

Illustrated at the top of the circular was a hand with two fingers extended and the words, "Strike two." Copy explained that many local patrons had two strikes on them when they let some of the outstanding May attractions go by. The message went on to say that a good batter would still have a third strike coming by during June, and pointed out that some of the films booked during the month would rate as a home-run pitch.

Steele signed off with a message on better and better movies. The circulars, mailed to a select list of patrons, were stapled to the June calendars which go to all home owners in the area.

Veterans of 'Go Broke' Interviewed on Stage

Clint Wineholt, manager of the Liberty, Seattle, arranged to have veterans of the 442nd regimental combat team interviewed on the stage opening night of "Go for Broke!" Interviewer was Dick Keplinger, popular radio commentator, who had the veterans relate some of their experiences to the audience. The stunt aroused great interest and publicity for the picture, resulting in holdover business.

Japanese newspapers in the area went all-out in publicizing the picture and the exploits of the famous combat team. The Northwest Times gave the picture front-page publicity.

Family Night Answers Thursday Eve Shopping

Faced with a new form of competition when local stores announced they would remain open Thursday evenings for the convenience of shoppers, Evan Thompson, manager of the Berkshire Drive-In, Pittsfield, Mass., introduced Family night. This device, with the entire family admitted for \$1 plus federal admission tax, served to halt the inroads on theatre grosses which the merchant policy threatened.

Profitless Matinee Turned Into Winner With Merchant Aid

Larry Kent, recently assigned by Blumenfeld as manager of the Esquire Theatre in Sacramento, reports a successful promotion prior to his transfer from the Cerrito Theatre at El Cerrito, Calif.

Several months ago, Kent introduced a Saturday morning show for kids, with the backing of the PTA. Admission was pegged at nine cents, and Kent soon perceived that with an average of 300 children showing up each week, the revenue failed to meet expenses. He then lined up 12 merchants, each of whom paid the theatre \$5 a week and received, in return, 75 tickets from the theatre.

The merchants distributed the tickets to patrons of their stores, and the shows were converted to a free morning matinee. This gave the theatre a \$60 income each week, more than double the previous gross.

Kent advertised the free ticket giveaway for the merchants with a trailer, a 40x60 in the lobby, and copy in the boxoffice windows. He supplied each merchant with a card announcing that tickets would be given away, without selection, to customers of the store.

A variety store was promoted for two dozen prizes which were given to lucky ticket holders each week. Another merchant sponsored a weekly pie-eating contest over a ten-week period, with finalists competing on the stage for a grand prize of a bicycle.

Kent arranged with the fire department to have two uniformed representatives on hand each week to help maintain order. The screen program consisted of special features selected from the Children's Film Library, seven cartoons and a serial.

When Kent learned that he was being transferred to the circuit's first-run house in Sacramento, by way of promotion, he sent a letter to the editor of the El Cerrito Journal which the paper published verbatim. In the letter, Kent expressed his thanks and appreciation to the people and merchants in the community for their wonderful cooperation, expressed his regrets at leaving, and put in an effective plug for his successor.

Sets Recruiting Tieup For 'You're in the Navy'

A week prior to the opening of "You're in the Navy Now," Fred Walton, manager of the Broadway-Capitol in Detroit, had a navy recruiting booth located in the theatre lobby with posters and two Waves assigned to answer questions from interested persons. On opening day, a 40-piece band representing the American Legion post gave a concert on the sidewalk in front of the theatre, attracting a huge crowd to the scene.

Kids in 'Thing' Contest

J. P. Lowe, manager of the Garden Theatre, Greenfield, Mass., built up interest in "The Thing" through a children's contest advertised in the Greenfield Record-Gazette. The contest invited kids to submit letters on what they thought "The Thing" looked like. The best entry was rewarded with a summer vacation pass to the Greenfield, and runners-up received trip tickets to see "The Thing."

Odeon Official Denies Rank-20th-Fox Dicker

TORONTO—A spokesman for the Canadian Odeon organization strongly denied a widespread rumor that J. Arthur Rank was giving serious consideration to the sale of his interest in the Canadian chain to 20th Century-Fox Corp.

"Nothing to it. Absolutely nothing to the rumors," was the comment here.

The gossip gained strength since the recent visit to Toronto of Rank and his lieutenant, John Davis, from London, reference being made to the growing use of 20th Century-Fox features on the screens of Canadian Odeon theatres.

Rumor had it that, with divorcement developments in the United States, American companies had turned to the Canadian field for theatres.

The latest 20th-Fox picture at the Toronto Odeon was "House on Telegraph Hill," previous to which "Rawhide" had been played almost solid around the Rank chain.

Freak TV-Wave Conditions Send Telecast 1,000 Miles

MONTREAL—A freak condition of the air waves sent a television program more than 1,000 miles and it lasted long enough to bring excited radio technicians from several parts of the city. Twelve persons saw a television program from Statesville, N. C. Normal range is 50 to 70 miles, but Statesville is more than 1,000 miles away.

A television mechanic of Electrical Products Manufacturing Co., Montreal, picked up the television signal shortly before evening. John Collins, a company official, called Robert Desilets of the T. Eaton Co. radio department and they made hurried phone calls to other interested radio men and to the Montreal Daily Star. All arrived in time to see part of the show which lasted until after 9 p. m.

Drive-In Manager Fined In Giveaway at Ottawa

OTTAWA — John Holt, manager of the Auto-Sky Drive-In, was fined \$25 and costs by Magistrate Glenn Strike when he appeared in police court on a charge of disposing of wares "by mode of chance," to which he pleaded guilty.

A detective swore that merchandise prizes were being distributed among patrons of the drive-in through the drawing of numbered stubs. Attorney Joseph Lieff, appearing for the theatre, which is an Allied Exhibitors' unit, said that, while an offense had been committed, it was done in ignorance of the lottery laws.

Ottawa Showman Buried

OTTAWA—No evidence was brought forward by police of any foul play in the death by drowning of John F. Hausler, who had been proprietor for some years of the suburban Westboro in Ottawa. His body was recovered from Lac Ste. Germaine where he apparently had been fishing. The funeral of the 56-year-old exhibitor was attended by many friends and representatives of the theatre business. A search was carried out for the missing man for almost two weeks before the body rose to the surface of the lake.

Manitoba Exhibitors Ass'n Elects David Rothstein as President



The new officers are shown above. Seated, left to right: Irving Triller, Apollo, Transcona; Richard Miles, Western Theatres, Winnipeg; Rothstein, the new president; Mescho Triller, Dominion, Winnipeg. Standing: Phil Young, Grand, Winnipeg; Harry Gray, Lyceum, Winnipeg; Ben Sommers, State, Winnipeg; George Mallard, Steinbach; Sam Tod, Morris, and Bob Hurwitz, Main Street, Pool, Winnipeg.

WINNIPEG—Manitoba Motion Picture Exhibitors Ass'n, in its annual meeting here on June 11, elected David Rothstein, general manager of Rothstein Theatres, as president to succeed Mescho Triller, who became an ex-officio member of the executive staff.

At the meeting held on the mezzanine of the Marlborough hotel here other officers named were Richard Miles, first vice-president; Irving Triller, second vice-president; Ken Beach, secretary; Bob Hurwitz, treasurer and directors Harry Gray, Lyceum; Ben Sommers, State; Phil Young, Grand; H. Morton and alternate Harry Hurwitz, Odeon; E. A. Zorn, and alternate H. A. Bishop, Famous Players; George Mallard, Steinbach, and Sam Tod, Morris.

Following a luncheon at the hotel, outgoing President Triller read excerpts from the BOXOFFICE article, "Speak Up, Movie Folk." H. A. Bishop, chairman of the public relations committee, reported that during the year, 3,000 veterans from Deer Lodge hospital were invited to see films free in Winnipeg's downtown theatres; 1,200 double passes were provided to the blind and companions, and 31 tons of rags were collected by city theatres for the White Cross.

Triller, who also is a delegate to the national committee and council, reported in detail on the meetings in Toronto regarding performing rights rates, newsreel trailers, industry conciliation, television, bingo in Ontario, 16mm exhibition, cost of film shipment, electrical inspection, buck-night at drive-ins.

Mallard of Steinbach reported on unfair

discrimination by town councils in the operations of theatres. Bob Hurwitz boiled down his treasurer's report to inform the theatre-men that there was a slight increase in revenue in the treasury. The members of the association voted to permit drive-ins membership in the organization. Wholehearted approval and cooperation was promised in the promotion of National Movie week on October 22.



After bearing the brunt of work in the Manitoba Exhibitors Ass'n for three years, outgoing president Mescho Triller congratulates David Rothstein on his election.

Buck Night in Ontario

TORONTO—Buck night again has already made its appearance at drive-ins in Ontario. The Starlite at Niagara Falls has adopted the policy of charging \$1 for all the occupants of an automobile every Wednesday night, regardless of age.

Film Festival Continues

TORONTO—The summer film festival at the International Cinema showed well in its continuing stage, with a one-week engagement of two revivals, "Les Miserables" and "For Them That Trespass." At the sister theatre, the Towne Cinema, "Fabiola" carried on its fourth week.

Vancouver Pioneers Fete Howard Boothe

VANCOUVER—Forty-four years as a theatreman in Canada came to a conclusion for John Howard Boothe recently when his retirement went into effect. As a final tribute to the Pacific coast district manager for Odeon Theatres of Canada, some 85 industry members attended a dinner given by the British Columbia Canadian Picture Pioneers and bombarded Boothe with compliments.

The dinner was held at the Pacific Athletic club under chairmanship of Harry Woolfe, division president, and among those praising Boothe was 76-year-old John Schuberg, who first exhibited films in a ramshackle frame store on Cordova street in 1898.

FITZGIBBONS SPEAKS

J. J. Fitzgibbons, Toronto, president of Famous Players Canadian, also spoke. Boothe told about his life and his recollections as a man who believes now more strongly than ever that motion pictures "are the world's greatest popular entertainment."

Boothe was born at Thorold, Ont., moved to Winnipeg as a young man and was a "wholesale jewelry traveler" for five years before invading the infant film industry in 1907.

"Another fellow and I built a theatre called the Avenue in Winnipeg," Boothe said. "The first important movie I remember showing was 'The Passion Play,' in color. By 'color' I mean it was hand-painted—every frame of the film had to be individually tinted. There was no Technicolor in those days."

"In 1910 he sold his interest in the Avenue and became Winnipeg manager for the Gaumont Co., which had film exchanges all over Canada. When Mutual Films bought out Gaumont, Boothe ran things for them in Winnipeg. One day they wired him from Hollywood asking him to go see an English vaudeville clown who was playing in town and coax him to consider trying out for motion pictures."

KNEW CHARLIE CHAPLIN

"I dropped around and had a nice chat with the fellow, but he was noncommittal. Said he was earning over \$100 a week, plus expenses in vaudeville, and he wasn't too keen about tackling a new medium."

"He did go to Hollywood, though, and he did take a screen test and he made out okay. His name was Charlie Chaplin and I hope I meet him again some day and see if he remembers our conversation."

In 1918 Boothe moved to Vancouver, where in partnership with Harry Rosenbaum, he produced commercial and governmental trailers, travelogs and other short subjects. In 1935 he built the Dunbar Theatre and ran it with the assistance of his son Frank. In 1941 the Odeon interests bought the Dunbar and it became the first of Odeon's nationwide chain. Boothe joined Odeon as a senior executive and was succeeded this month by Gerald Sutherland as Pacific Coast chieftain.

Boothe will begin his retirement with a leisurely vacation trip to the U.S. and eastern Canada. As a parting token for the Pioneers, Boothe received a portrait of himself painted by local artist Camille Horvath.

Among guests at the Boothe testimonial dinner were:

Al Mitchell	Les Young
Art Graburn	Marvin Thoreau
Earle Hayter	Jim Hutcheson
Gordon Munro	Harry Simmons

WINNIPEG

The manner in which Eddie Newman of the Met has gone about promoting his special midnight show, "The Seance of Wonders" was lauded as a first class example of showmanship. Striking ads with voodoo heads in abundance and catch phrases such as: "First Time in America! Voodoo Secrets — Both Sexes will participate in the Astounding Phenomena on the Stage . . . It's Shocking! Nurses in Attendance (small cut of a pretty nurse) One Performance Only" as well as this provocative ad which appeared in both dailies: "Wanted . . . Girl and Boy, over 18 years of age, to be hypnotized by Dr. Zomb in a downtown window, Saturday, June 16 at 1:30 p. m. You will sleep for eight hours as a demonstration of Dr. Zomb's Science of Wonders stage show Sunday midnite. Apply in person to Metropolitan Theatre." Set the town on its ear.

Somer James, Saro manager, and Sam Swartz, International manager, collected contributions from the film industry for the recent United Jewish Appeal campaign. James was in the recent motorcade from Winnipeg which traveled to Chicago en masse to confer with Israel Premier David Ben Gurion . . . Visitors to Filmrow were Mr. and Mrs. S. Tod, Morris, Mann; Harry Baldwin, Avalon, Souris; Ivan and Joe Baldwin of Melfort and Carberry; Dave Griesdorf, Odeon Theatres general manager; Izzy Reinhorn, Roxy, Regina, passing through to Toronto to celebrate the fact that he now is a grandfather; George Mallard of Steinbach; P. J. Lowe of Cartwright; Garnet Wright of Keewatin, Ont., and Flight Lieut. Hardy, airport booking for RCAF Rivers.

The Northmain Drive-In, to entice the kiddies, now has an old fire engine, two monkeys, two peacocks, goats, cows, horses, ponies, a pony ride, a pony and cart ride, swings, teeter-totters, slides, sandbox, train rides, and a multitude of smaller items which have doting parents with cameras recording their children's antics on the devices . . . Four days after being elected president of the Manitoba Motion Picture Exhibitors Ass'n, David Rothstein conducted a pep meeting of the new executive board in his offices at the Marlborough hotel.

Maynard Joiner
Cecil Neville
Charlie Doctor
Al Jenkins
Roy McLeod
Gerry Sutherland
Johnny Bernard
Derek Inman
Brent Kelly
Bob Kelly
Frank Gow
J. J. Fitzgibbons
Lou Carp
Ivan Ackery
Norman Duncan
Wally Hopp
Charlie Bachus
Jack Reid
Al Laubenstein
Charlie Hamago
Doug Isman
Bill Jones
Harry Howard
Ken Dowry
Gerry Lancaster
Harry Reifel
Walter Mead
Don Law
Stan Amos
Bay Carter
Frank Dines
Al Williamson
Bill Myers
Bill Bailie
Mickey Goldin
John Carveth
Max Chechik

Harold Sproson
Dave McFarlane
Earl Dalgleish
Bert Pollack
Russ Williams
Clyde Gilmour
Hector Quagliotti
Dave Borland
Jack McCausland
Perry Wright
Lou Seigal
Nat Levant
Freddie Stone
Harry Woolfe
Bill Forward
John Schuberg
Frank Boothe
Steve Ralston
George Reifel
Ted Foley
Wally Peters
Hal Straight
Bill Forrest
Hugo Ray
Shirley Wislon
Leo Sigurdson
Len Johnson
Bob Millman
Ken Martin
Russ McTavish
Les Tolley
Harry Phillet
Wally Worlidge
Bob Foster
Pat Murphy
Bob Murphy

Harry Mandell Heads MPTA of Ontario

TORONTO—Harry S. Mandell of Toronto, an executive of 20th Century Theatres, a circuit allied with Famous Players Canadian Corp., was elevated from vice-president to president of the Motion Picture Theatres Ass'n of Ontario at a meeting of the board of directors to fill the vacancy caused by the death of Stanley E. Gosnell, manager of Loew's Uptown here.

The new vice-president is J. D. McCulloch, owner of the Iroquois at Petrolia, who has served as a director since last November.

Stan Gosnell was also treasurer of the widely organized association and this office was filled by the appointment of Lou Rosefield, owner of the Westdale in Hamilton.

The reorganized board will function until the next annual meeting, which is scheduled to be held in the fall at the King Edward hotel, Toronto, the tentative date being October 30.

Routine matters were dealt with otherwise at the meeting, for which Arch H. Jolley was the secretary.

Sneak Previews Spread In Toronto Situations

TORONTO—The weekly sneak preview stunt is spreading among Toronto theatres. The Famous Players' Village has had the field all to itself for many months with an unannounced advance screening every Thursday night, but the policy has been adopted by Manager W. C. Tyers of the Toronto Odeon, where Friday evening has become the sneak night.

Ben Okkun's Savoy, a new theatre on Yonge street, made use of the idea with a preview of its foreign language feature, "Streets of Sorrow," along with the regular pictures, "The Adventurers" and "Race Street."

During the recent holiday a considerable number of circuit theatres around Ontario staged what was called a sneak preview for a midnight performance but it was far from being a mystery showing because the advertisements announced the picture, which, in a number of situations, was "Rawhide."

Moppet Shows Successful

TORONTO—Despite examination time in the Toronto schools and the warm weather, Children's Film Library shows and juvenile club performances proved to be successful Saturday (16), principally at the units of Bloom and Fine neighborhood circuit. Among the theatres which featured the special matinees were the Carlton, Prince and Wales, York, Bellevue, Eastwood, Grover, Oxford, Century and Astor.

They Got It Wholesale

TORONTO — Six copies of the massive Massey report, running to 200,000 words on 600 pages, bound volume, have been acquired at the head office of the Motion Picture Theatres Association of Ontario for the use of the film industry, if and when required. The report incorporates recommendations for the attention of the Canadian government following a two-year survey by the Royal Commission on Arts and Sciences. A wag referred to the printed publication as another "Gone With the Wind."

VANCOUVER

The British Columbia projectionists union has elected Bill Tenney president to succeed Bert Pollock, who retired because of ill health. A. E. McManus of New Westminster was named president, succeeding Bob Holm, resigned, and Les Walker of the Dunbar, Vancouver, took over as member at large, a spot formerly filled by McManus. . . . Going on and returning from vacations are Frank Gilbert and Len Brewer of the Paradise; Nora Miller, Plaza; Sheila Kempster, Warner Bros.; Bob Murphy, Paramount and Joe Millman, Kitsilano manager.

Jack Randall, former Strand manager here who now is living in Santa Maria, Calif., is here on vacation. . . . Vancouver visitors included J. J. Fitzgibbons, president of Famous Players, and David Griesdorf, Canadian general manager of Odeon Theatres. Both circuit heads said there were no new theatres planned in British Columbia. . . . L. T. Kemple, who was with the Steel circuit in northern British Columbia, has taken over the Rainbow Theatre at McBride on the Prince George-Jasper line. The theatre will continue two shows weekly on 16mm.

Jimmy Patterson, 20th-Fox manager, returned from the national sales meeting held at Los Angeles. . . . Tom Boudreau, former doorman at the Vogue, has been promoted to assistant manager, replacing Viki Lobb, who resigned to live in eastern Canada. . . . George Peters, former vice-president of Odeon Theatres who now is in the oil business at Calgary, was here visiting friends in the show business. . . . Ann Miller resigned as head usheret at the downtown Orpheum.

Sovereign Films 16mm exchange will move to larger quarters on South Granville street in July, Fred Stone, British Columbia manager reports. Harry Phillet has opened his new Studio Theatre at Moose Jaw, Sask. It formerly was the old Savoy and had been closed for the last 15 years. It will seat 665. . . . William Zaparaniuk will build a theatre at Waskesiu, Sask., the first in the farming community, but it may be delayed if the plans are rejected by the wartime building board. . . . The Audien Theatre in Wetaskiwin, Alta., 40 miles from Edmonton in the new oil field section, has been sold by the Roxy circuit to John Danyluk, former Winnipeg theatreman. It seats 370.

Though reissues in general have been proven duds recently, Samuel Goldwyn's revival combination of "Up in Arms" and "They Got Me Covered" are running against the trend, giving Norman Duncan's Strand an above-average week's business. . . . The membership committee of the Canadian Picture Pioneers comprises Art Crute, Plaza, chairman; Harry Woolfe, United Artists, and Arthur Graburn.

The council of Kamsack, Sask., proponent of a 10 per cent amusement tax, has agreed to study the legality of a protesting petition signed by residents of the town. The petition asked that the matter be settled by vote, but the council insists that is under no legal compulsion to respect the petition. Exhibitors of the town's three theatres at first refused to collect the tax but have now decided it is advisable to do so, in view of the council's willingness to consider the petition.

Should the council insist on the tax, the voters will run a complete new slate against the present members at the next election. The tax was to be used for an administrative building in the town. Theatres involved are the Elite, Capitol and Wright theatres.

From a Vancouver newspaper "Hollywood is doing it again. . . . They're making a movie about Canada and the RCMP and it doesn't look as if any of it will be filmed in British Columbia or Alberta, as scheduled." Stephen Ames, producer of MGM's "The North Country," said that transportation problems, weather conditions, etc., make shooting in western Canada impossible. The picture will now be shot in Wyoming, where the territory is similar "to the Peace river area."

New Century Theatre Opened at Lindsay

LINDSAY, ONT.—Premier Leslie M. Frost of Ontario officiated at the opening June 15 of the Century, a new 750-seat unit of 20th Century Theatres, despite the fact his arm was in a cast because of a fracture. Nat Taylor, of Toronto, president of the circuit, autographed the plaster cast as part of the ceremonies. Taylor's chain also owns the Academy, 708 seats, and the Ken, 296 seats, in Lindsay, but the Ken is to be closed for the time being for alterations.

Nat and Mrs. Taylor had just returned from a nine-week vacation tour in Europe during which they visited only one studio, the British-Pathe in England. Mrs. Taylor is the proprietor of the International Cinema and Towne Cinema in Toronto.

Quebec Theatres to Court Over Added Taxation

QUEBEC—Film theatres in Quebec City have won the first round in a battle with city hall to annul the municipal bylaw which imposes a five-cent surtax on admission tickets. Justice Alfred Savard of the superior court deposited a judgment in the records office of the superior court rejecting an action by the city in which the city wanted to reject certain paragraphs contained in the declaration of the theatre owners.

As a result of the decision, the case was inscribed for hearing June 13 but was delayed. Because of the importance of the case, it is thought that an agreement will be reached between the parties concerned to have the case brought before the court as soon as possible. The case of the Quebec theatres against the city came about as a result of the municipal budget for 1951-52 by which an additional amusement tax of five cents was imposed.

Toronto TV in 1952

OTTAWA—Under the plans of the Canadian Broadcasting Corp., three outlets for television are to be established at Toronto after the government radio agency has launched its national TV programs, perhaps in 1952. One of the Toronto TV transmitters will be operated by the CBC network's CBL station, which leave two channels for privately owned enterprises, of which four have made applications. One of the applicants is Famous Players Canadian Corp.

MARITIMES

During their winter stay at their Miami Beach home, the Joe Franklins sat for oil portraits. When they returned to their apartment in the Mayfair Theatre, St. John, they brought the paintings with them. Last year, they gave a collection of paintings to the new state university in Israel.

Before flying to Geneva, Switzerland, to attend a session of the International Labor Organization, James A. Whitebone, projectionist at the Paramount, St. John, was given a farewell party by Local 440 of IATSE. In behalf of the local, Charlie Chase, another projectionist, gave Whitebone a piece of airplane luggage. Whitebone, a labor representative in the city council, has been business agent of the local about 25 years.

When a fire extinguisher fell from a wall hook to the floor in a Newfoundland theatre while a show was in progress, many of the patrons thought it was an explosion and headed for the exits in a panic. After they got outside, they were convinced it was not an explosion and there was no cause for alarm. Practically all returned to their seats. . . . Outdoor film shows at parks and beaches, as an extra attraction, have not been as numerous this summer as in previous seasons. Some dance hall operators at summer resorts have been screening films, with and without sound, on nights when there is no dancing.

With daylight prevailing until about 9:30 p. m., shows are not started until that time at a drive-in operated by Sandy Saunders, at Marshfield, P. E. I. This is titled Sandy's Theatre Under the Stars. As twilight advances, the starting time will be pushed up until, by mid-August, the start can be at about 8 p. m. . . . In promoting patronage for "For Heaven's Sake," Manager John W. Farr of the Odeon, North Sydney, N. S., featured paragraph advertising under the heading of "For Heaven's Sake."

A drive-in operated in the north end of Halifax by Bert Cooper is an extension of Cooper's original operations, which involved an open-air concrete swimming pool, tennis courts, concessions, overnight cabins and a service station. . . . Indications are that baseball and softball will offer less boxoffice opposition for St. John theatres than for many years. The junior, juvenile and intermediate leagues have folded through financial difficulties and there is only one team instead of two in senior ball.

Members of St. John exchange staffs turned to softball for exercise. They include Lou Simon, Mickey Komar, Cy Miller, Maurie Elman, Sid Tobin, Bill Campbell, Bill Steen, Jack Bellamy, Vince Winchester, Maurie Griffin and Gordie Stults. About 20 years ago, the film men had one of the best softball teams of the province. . . . Sam Babb, manager, Mayfair, underwent surgical treatment in a hospital at St. John. He was incapacitated for about ten days.

Acquire Film Rights

Film rights have been acquired to "Interrupted Melody," the life story of Marjorie Lawrence for Metro release.

MONTREAL

Omer Brown of St. Jovite in the Laurentian mountains, who opened a new theatre there last December, closed it recently and sold all the equipment to Quebec Cinema Booking, which will install it in its new theatre, the Lachute, in the town of that name . . . Adrien Fournier of Amqui has purchased the Figaro Theatre there from Antonio Gilbert, who owns and operates the Cartier in Chicoutimi . . . Philip Karibean, owner of the Pine, Ste. Adele, has returned from a month-long holiday in the south. He motored to Miami and then flew to Cuba . . . Ted Atkinson, manager of Cardinal Films, has received prints of Robert L. Lippert's outdoor action picture, "Little Big Horn."

Ed English, until his retirement a few months ago Montreal manager of 20th-Fox, has purchased an interest in the Frank Lee Agency, licensed customs house brokers and forwarding agents . . . United Artists picture, "The First Legion," was previewed at a screening in the archbishop's palace June 15, and will be shown at the Orpheum starting July 6.

Leo Choquette, circuit owner, has returned from a two-month motor tour of Europe on which he visited the British Isles, France, Italy, Spain, Germany and Switzerland . . . Gerry Chernoff, manager of 20th-Fox, flew to the company's sales convention in California and returned June 18 . . . Norman Moray, head of the short subject department at Warner Bros. head office, New York City, spent two days in Montreal . . . Charles S. Chaplin, Toronto, Canadian general manager for United Artists, motored here on business . . . Les Weinstein, assistant booker at Columbia, was delegated by his company to welcome Jack Carson, film and stage comedian, on his arrival at the station here.

Ruby Rabinovitch, booker at United Artists, has taken up residence at the summer resort of Laval West . . . "Bill" Young, booker at Paramount, is motoring in the United States with his wife . . . Arthur Quintal, booker at 20th-Fox, is enjoying a holiday at his villa in the Laurentian mountains.

Edgar Hamel, office manager of Quebec Cinema Booking, came in second on a team of four at the regional bridge tournament held at the Windsor hotel. This tournament was under the jurisdiction of the American Contract Bridge league, and over 600 players participated. Hamel will be in Washington for the summer national at the end of July . . . James Baird of Films Delivery Service is father of a baby girl . . . National Film Board introduced the following Australian films at a screening: "The Pearlers," "Flying Doctor," "Cane Cutters," "Lighthouse Keeper," "Christmas Under the Sun."

The following Filmrow people are on holiday: cashier at Warner Bros., who flew to California for two weeks; Eileen Moynihan, short subject booker at Paramount; Thelma Anderson, billing clerk at Paramount, motoring and spending a week at Port Hope, Ont.; Alice Poltras, billing clerk at RKO, in the Laurentians; Kay Schratz, secretary to Sam Kunitzky, manager of United Artists . . . Canada's Six Nations Indians have broken precedent by allowing the National Film Board to make a half-hour color film of their ancient dances and rituals. The film is called

by the ancient name of the Iroquois, "The Long House People" . . . No fewer than 7,398 packets of cigarets, valued at \$3,181, intended for distribution to theatres, were stolen from the St. Catherine street west premises of Norman Rea.

Exhibitors in town included Edouard Gauthier, the Eden, Sorel and Drummond, Drummondville; P. E. Beaudin, the Bijou, Naperville; Paul Gendron, the Victoria, Victoriaville . . . Elol Cormier, sales representative, Peerless Films, is on business in Abitibi . . . Fire in a pile of rubbish at the Princess during an afternoon performance did no damage and caused no alarm to the audience.

While Quebec City exhibitors are having their troubles with the local authorities over failure to collect new amusement taxes, Premier Angus Macdonald of Nova Scotia has announced his intention of increasing the levies on theatres and other amusements in that province.

Two Offerings Rate Five Toronto Weeks

TORONTO—Two of the five holdovers at Toronto first run houses were being continued for a fifth week, these being "The Great Caruso" at Loew's and "The Browning Version" at the Odeon Hyland.

(Average Is 100)	
Biltmore—The Texans (Para); Animal Crackers (Para)	90
Fairlawn—Follow the Sun (20th-Fox), 2nd d. t. wk.; Down to the Sea in Ships (20th-Fox)	90
Hyland—The Browning Version (JARO), 5th wk.	80
Imperial—The Thing From Another World (RKO), 2nd wk.	100
Loew's—The Great Caruso (MGM), 5th wk.	80
Odeon—House on Telegraph Hill (20th-Fox)	100
Shea's—Appointment With Danger (Para)	95
Tivoli—Payment on Demand (RKO); My Forbidden Past (RKO)	95
University and Nottown—Hall Angel (20th-Fox), 2nd wk.	85
Uplown—The Hollywood Story (U-I)	95
Victoria and Eglinton—Mr. Lucky (RKO); A Lady Takes a Chance (RKO)	90

Vancouver Business Generally Spotty

VANCOUVER—Business here has been spotty. Here on an inspection trip, J. J. Fitzgibbons, Famous Players Canadian president, commented, "There are so many other diversions reaching for the amusement dollar than there were a few years ago."

Capitol—Payment on Demand (RKO)	Fair
Cinema—Folsom Prison (WB); Movie Crazy (IFD), release	Fair
Domination—Born Yesterday (Col), 5th d. t. wk.	Fair
Reckless Moment (Col)	Fair
Hastings—Oh! Susanna (Rep), plus stage show	Good
Orpheum—On the Riviera (20th-Fox), 2nd wk.	Good
Paradise—Women Without Names (Cardinal); Hijacked (Cardinal)	Fair
Plaza and Fraser—The Flying Missile (Col); Call of the Klondike (Mono)	Fair
Strand—The Last Outpost (Para); Cairo Road (UA)	Fair
Studio—Devil in the Flesh (SR)	Fair
Vogue—Up Front (U-I)	Fair

Picture Brings Memories

ST. JOHN—Screening of "Big Timber" (Mono) in maritime theatres brought memories of a silent picture of the same title produced at Sydney. A company was formed by selling stock through Nova Scotia, with the accent on Cape Breton Island. A Sydney rink was acquired as the base of the company, including the studio. Players and technicians were imported from New York and Hollywood, and a story of Cape Breton timberlands was filmed. The reception was unfavorable at the boxoffice and the company did a fade-out in color red.

OTTAWA

After \$12,000 had been spent on improvements at the Grenade Theatre, Camp Petawawa, in the Ottawa district, it was found necessary to raise the general admission price from 25 to 30 cents. The theatre, which is operated by E. L. Cohen and R. H. Mahar, is now fitted with new 35mm projection machines, new screen and sound installation and has 500 reconditioned cushioned chairs. The interior has been fitted with acoustic tile and the whole structure has been repainted.

Joseph P. Desgagne, who assaulted Solon Low on an Ottawa street when he was engaged in conversation with Pres. J. J. Fitzgibbons of Famous Players, was found guilty and sentenced to two months in jail. Low is leader of the Social Credit party in the Canadian House of Commons. Fitzgibbons was not called as a witness.

Two nice holdovers have been recorded at the two FPC units. "The Great Caruso" was held for a third week at the Capitol while "Payment on Demand" went a second week at Henry Marshall's Regent. It's been a long time since a picture was held beyond a second week at the Capitol, the largest theatre in Ottawa, which is managed by Ray Tubman . . . Manager Gord Beavis of the Odeon reported a brisk demand for the gift books of theatre tickets which were being bought for the heads of households for Father's day.

TORONTO

Chief Barker J. J. Chisholm of Toronto Variety gave a pep talk to the members at the monthly dinner meeting June 19 for the club's benefit baseball game between Toronto and Syracuse on June 26 to aid Variety Village school for boys. Announcement that George Milton had returned as steward-manager of the club was greeted with enthusiasm. Six new members were admitted . . . W. S. Woolfe, owner of the Liberty at Amherstburg, has bought two theatres from Garry Hogarth, the 360-seat Haro at Harrow and the Rio, 465 seats, at Essex, Ont.

Donald Summerville of Bloom & Fine Theatres, Toronto, has been appointed one of a dozen instructors for the city civil defense organization and is attending a four-week course of training before taking up the work of teaching wardens . . . Arch H. Jolley represented the Motion Picture Theatres Ass'n of Ontario at the directors meeting of the Ontario Safety league at the Royal hotel . . . Malcolm McCammon, manager of the Toronto Village, had a large and enthusiastic crowd at the theatre for the sneak preview of "The Brave Bulls." He formerly was assistant manager at the Tivoli when Leonard Bishop was in charge before going to Shea's.

Chairman O. J. Silverthorne of the Ontario censor board has notified exhibitors that the title of the "adult" picture, "Sound of Fury," has been changed to "Try and Get Me" . . . Peter Myers, new Canadian district manager here for 20th Century-Fox Corp., succeeding Arthur Silverstone, is one of three brothers in the film industry. Robert is a head office booker for Famous Players while Alexander Myers is superintendent of Film Laboratories of Canada. Pete served with the Canadian air force during the last war.

Alphabetical Index of Feature Releases

A time-saving guide for exhibitors who know a picture's title, but not its distributor. Month of release adds to the facility. Pertinent booking data on all of these pictures, in the order of release by company, appears in the Feature Chart.

A
Abbott and Costello Meet the Invisible Man (U-I)...Mar.
Abilene Trail (Mono)...Feb.
According to Mrs. Hoyle (Mono)...May
Ace in the Hole (Para)...July
Across the Badlands (Col)...Sept.
Air Cadet (U-I)...Mar.
Al Jennings of Oklahoma (Col)...Mar.
All About Eve (20-Fox)...Nov.
Along the Great Divide (WB)...June
American Guerrilla in the Philippines (20-Fox)...Dec.
Apache Drums (U-I)...June
Appointment With Danger (Para)...May
As Young as You Feel (20-Fox)...June
At War With the Army (Para)...Jan.

B
Badman's Gold (UA)...Apr.
Bandit Queen (LP)...Dec.
Bedtime for Bonzo (U-I)...Feb.
Belle La Grand (Rep)...Jan.
Best of the Badmen (RKO)...June
Between Midnight and Dawn (Col)...Oct.
Big Gusher (Col)...July
Big Timber (Mono)...Sept.
Bird of Paradise (20-Fox)...Mar.
Black Rose, The (20-Fox)...Sept.
Blazing Bullets (Mono)...May
Blazing Sun, The (Col)...Nov.
Blue Blood (Mono)...Feb.
Blue Lamp, The (UA)...Jan.
Blues Busters (Mono)...Oct.
Bomba and the Hidden City (Mono)...Sept.
Bonanza Town (Col)...July
Border Outlaws (UA)...Nov.
Border Rangers (LP)...Oct.
Border Treasure (RKO)...Sept.
Born Yesterday (Col)...Feb.
Bovary Battalion (Mono)...Jan.
Branded (Para)...Jan.
Brave Bulls, The (Col)...May
Breaking Point, The (WB)...Sept.
Breakthrough (WB)...Dec.
Buckaroo Sheriff of Texas (Rep)...May
Bullfighter and the Lady (Rep)...Apr.
Bunco Squad (RKO)...Sept.

C
Cairo Road (UA)...July
California Passage (Rep)...Dec.
Call of the Klondike (Mono)...Dec.
Call Me Mister (20-Fox)...Feb.
Canyon Raiders (Mono)...Apr.
Casa Manana (Mono)...June
Cassino to Korea (Para)...Oct.
Cavalry Scout (Mono)...May
Cause for Alarm (MGM)...Feb.
Chain Gang (Col)...Nov.
Cherokee Uprising (Mono)...Oct.
China Corsair (Col)...June
Circle of Danger (UA)...Mar.
Colorado Ambush (Mono)...Jan.
Comin' Round the Mountain (U-I)...July
Company She Keeps, The (RKO)...Jan.
Convicted (Col)...Sept.
Copper Canyon (Para)...Oct.
Courtship Meets Scotland Yard (Col)...Feb.
Cry Danger (RKO)...Feb.
Cuban Fireball (Rep)...Mar.
Cyrano de Bergerac (UA)...July

D
Dakota Kid, The (Rep)...July
Dallas (WB)...Dec.
Danger Zone (LP)...Apr.
Dark City (Para)...Oct.
Dear Brat (Para)...June
Deported (U-I)...Nov.
Devil's Doorway (MGM)...Sept.
Dial 1119 (MGM)...Nov.
Disc Jockey (Mono)...July
Double Crossbones (U-I)...Apr.
Double Deal (RKO)...Jan.

E
Edge of Doom (RKO)...Sept.

Emergency Wedding (Col)...Nov.
Enforcer, The (WB)...Feb.
Excuse My Dust (MGM)...June
Experiment Alcatraz (RKO)...Nov.
Eye Witness (UA)...Sept.

F
Fabiola (UA)...June
Fancy Pants (Para)...Sept.
Farewell to Yesterday (20-Fox)...Sept.
Father's Little Dividend (MGM)...Apr.
Father's Wild Game (Mono) Dec.
Father Takes the Air (Mono)...June
Fat Man, The (U-I)...May
Fighting Coast Guard (Rep)...June
Fingerprints Don't Lie (LP)...Feb.
Fireball, The (20-Fox)...Oct.
First Legion, The (UA)...May
Flame of Stamboul (Col)...Mar.
Flying Missile, The (Col)...Jan.
Follow the Sun (20-Fox)...May
Footlight Varieties (RKO)...Apr.
For Heaven's Sake (20-Fox) Dec.
Fort Savage Raiders (Col)...Mar.
Fort Worth (WB)...July
14 Hours (20th-Fox)...Apr.
Francis Goes to the Races (U-I)...July
Frenchie (U-I)...Jan.
Frisco Tornado (Rep)...Oct.
Frogmen, The (20-Fox)...July
Fuller Brush Girl, The (Col)...Oct.
Fury of the Congo (Col)...Apr.

G
Gambling House (RKO)...Jan.
Gasoline Alley (Col)...Jan.
Gene Autry and the Mounties (Col)...Jan.
Ghost Chasers (Mono)...Apr.
G. I. Jane (LP)...July
Glass Menagerie, The (WB)...May
Go for Broke! (MGM)...May
Golden Salamander, The (UA)...Dec.
Goodbye, My Fancy (WB)...May
Great Caruso, The (MGM)...Apr.
Great Manhunt, The (Col)...Jan.
Great Missouri Raid, The (Para)...Feb.
Groom Wore Spurs, The (U-I)...Mar.
Grounds for Marriage (MGM)...Jan.
Guy Who Came Back, The (20th-Fox)...July
Gypsy Fury (Mono)...Mar.

H
Half Angel (20-Fox)...May
Halls of Montezuma (20-Fox)...Jan.
Hamlet (U-I)...Oct.
Happy Go Lovely (RKO)...July
Hard, Fast and Beautiful (RKO)...June
Harriet Craig (Col)...Nov.
Harvey (U-I)...Jan.
Heart of the Rockies (Rep)...Mar.
He Ran All the Way (UA)...July
Her First Romance (Col)...May
He's a Cockeyed Wonder (Col)...Dec.
Highway 301 (WB)...Jan.
His Kind of Woman (RKO)...July
Hit Parade of 1951 (Rep)...Oct.
Holiday Rhythm (LP)...Oct.
Hollywood Story (U-I)...June
Home Town Story (MGM)...May
Hoodlum, The (UA)...June
Hot Rod (Mono)...Oct.
House on Telegraph Hill (20-Fox)...June
Hunt the Man Down (RKO) Jan.
Hurricane Island (Col)...July

I
I Can Get It for You Wholesale (20-Fox)...Apr.
I Was an American Spy (Mono)...Apr.
I Was a Communist for the FBI (WB)...May
I'd Climb the Highest Mountain (20-Fox)...Feb.
If This Be Sin (UA)...Sept.
I'll Get By (20-Fox)...Oct.
In Old Amarillo (Rep)...May
Indian Territory (Col)...Sept.

Inside Straight (MGM)...Mar.
Inside the Walls of Folsom Prison (WB)...June
Insurance Investigator (Rep)...Mar.

J
Jackpot, The (20-Fox)...Nov.
Joan of Arc (RKO)...Nov.
Joe Palooka in the Squared Circle (Mono)...Nov.
Jungle Headhunters (RKO)...May

K
Kangaroo Kid, The (UA)...Oct.
Kansas Raiders (U-I)...Nov.
Katie Did It (U-I)...May
Kentucky Jubilee (LP)...May
Kefauver Crime Investigation (20-Fox)...Apr.
Killer That Stalked New York (Col)...Dec.
Kim (MGM)...Jan.
Kind Lady (MGM)...June
King Solomon's Mines (MGM)...Nov.
Kon-Tiki (RKO)...Apr.
Korea Patrol (UA)...Jan.

L
Last of the Buccaneers (Col)...Oct.
Last Outpost, The (Para)...May
Law and the Lady (MGM)...July
Law of the Badlands (RKO)...Jan.
Law of the Panhandle (Mono)...Sept.
Lemon Drop Kid, The (Para)...Apr.
Let's Dance (Para)...Nov.
Let's Go Navy (Mono)...July
Lightning Guns (Col)...Dec.
Lightning Strikes Twice (WB)...Mar.
Life of Her Own, A (MGM)...Sept.
Lion Hunters, The (Mono)...Mar.
Little Big Horn (LP)...June
Long Dark Hall, The (UA)...Apr.
Lorna Doone (Col)...June
Lucky Nick Cain (20-Fox)...Mar.
Lullaby of Broadway (WB)...Mar.

M
"M" (Col)...Mar.
Ma and Pa Kettle Back on the Farm (U-I)...Apr.
Macbeth (Rep)...Nov.
Mad Wednesday (RKO)...Oct.
Magnificent Yankee, The (MGM)...Feb.
Man From Planet X, The (UA)...Apr.
Man From Sonora (MGM)...Mar.
Man Who Cheated Himself, The (20-Fox)...Jan.
Man With My Face (UA)...June
Mark of the Dragon (LP)...Mar.
Mating Season, The...Mar.
Milkman, The (U-I)...Nov.
Million Dollar Pursuit (Rep)...May
Miniver Story, The (MGM)...Oct.
Missing Women (Rep)...Feb.
Missourians, The (Rep)...Nov.
Mister 880 (20-Fox)...Oct.
Mister Universe (UA)...Oct.
Modern Marriage, A (Mono)...Oct.
Molly (Para)...Apr.
Montana Desperadoes (Mono)...June
Mr. Music (Para)...Dec.
Mrs. O'Malley and Mr. Malone (MGM)...Dec.
Mudmark, The (20th-Fox)...Jan.
My Blue Heaven (20-Fox)...Sept.
My Forbidden Past (RKO)...Mar.
My Outlaw Brother (UA)...Mar.
My True Story (Col)...Mar.
Mystery Submarine (U-I)...Dec.

N
Nasty Arietta (UA)...Mar.
Navy Bound (Mono)...Mar.
Nevada Badmen (Mono)...May
Never a Dull Moment (RKO)...Nov.
New Mexico (UA)...May
Next Voice You Hear...Oct.
Night Into Morning (MGM)...June
Night Riders of Montana (Rep)...Feb.

North of the Great Divide (Rep)...Nov.
No Questions Asked (MGM)...June
No Way Out (20-Fox)...Oct.

O
Odette (UA)...May
Of Men and Music (20-Fox) Mar.
Oh! Susanna (Rep)...Apr.
Oliver Twist (UA)...Apr.
On Moonlight Bay (WB)...July
On the Loose (RKO)...July
On the Riviera (20-Fox)...May
One Minute to Twelve (UA) Oct.
One Too Many (Hallmark) Jan.
Only the Valiant (WB)...Apr.
Operation Disaster (U-I)...Feb.
Operation Pacific (WB)...Jan.
Operation X (Col)...Feb.
Outlaw Gold (Mono)...Nov.
Outlaws of Texas (Mono)...Dec.
Outrage (RKO)...Oct.

P
Pagan Love Song (MGM)...Dec.
Painted Hills, The (MGM)...May
Panic in the Streets (20-Fox)...Sept.
Paper Galleys (UA)...Sept.
Pardon My French (UA)...July
Passage West (Para)...July
Payment on Demand (RKO)...Feb.
Petty Girl, The (Col)...Sept.
Pier 23 (LP)...June
Prairie Roundup (Col)...Jan.
Prehistoric Women (UA)...Nov.
Prelude to Fame (U-I)...Dec.
Pretty Baby (WB)...Sept.
Pride of Maryland (Rep)...Jan.
Prince Who Was a Thief (U-I)...Nov.
Prisoners in Petticoats (Rep)...Sept.
Prowler, The (UA)...May
Pygmy Island (Col)...Nov.

Q
Quebec (Para)...Apr.
Queen for a Day (UA)...Apr.

R
Raiders of Tomahawk Creek (Col)...Oct.
Raton Pass (WB)...Apr.
Rawhide (20-Fox)...May
Redhead and the Cowboy, The (Para)...Mar.
Redwood Forest Trail (Rep) Sept.
Return of Jesse James, The (LP)...Sept.
Revenue Agent (Col)...Feb.
Rhythm Inn (Mono)...Feb.
Ridin' the Outlaw Trail (Col)...Mar.
Right Cross (MGM)...Oct.
Rio Grande (Rep)...Nov.
Rio Grande Patrol (RKO)...Nov.
Roaring City (LP)...May
Rocky Mountain (WB)...Nov.
Rodeo King and the Sencilla (Rep)...July
Rough Riders of Durango (Rep)...Dec.
Rogue River (UA)...Nov.
Rookie Fireman, The (Col)...Oct.
Royal Wedding (MGM)...Mar.
Rustlers on Horseback (Rep) Oct.

S
Saddle Legion (RKO)...Apr.
Saddle Tramp (U-I)...Sept.
St. Benny, the Dip (UA)...June
Samson and Delilah (Para)...Mar.
Santa Fe (Col)...Apr.
Scarf, The (UA)...Apr.
Sealed Cargo (RKO)...Apr.
Second Face, The (UA)...Oct.
Second Woman, The (UA)...Mar.
Secrets of Monte Carlo (Rep)...June
September Affair (Para)...Sept.
Shakedown (U-I)...Feb.
Short Grass (Mono)...Dec.
Show Boat (MGM)...July
Sierra Passage (Mono)...Dec.
Silver Canyon (Col)...June
Silver City Bonanza (Rep)...Mar.
Sirocco (Col)...July
Skipalong Rosenbloom (UA) Apr.
Sleeping City, The (U-I)...Sept.
Smuggler's Gold (Col)...May

Smuggler's Island (U-I)...May
Snake River Desperadoes (Col)...May
So Long at the Fair (UA)...Mar.
Soldiers Three (MGM)...Apr.
Southside 1-1000 (Mono)...Nov.
Spoilers of the Plains (Rep) Feb.
Stage to Tucson (Col)...Jan.
Stars in My Crown (MGM)...Nov.
Steel Helmet, The (LP)...Feb.
Stop That Cab (LP)...Mar.
Storm Warning (WB)...Feb.
Strangers on a Train (WB) June
Strictly Dishonorable (MGM) July
Sugarfoot (WB)...Mar.
Sunset in the West (Rep)...Sept.
Sun Sets at Dawn, The (UA)...Jan.
Surrender (Rep)...Sept.
Sword of Monte Cristo (20-Fox)...Mar.

T
Take Care of My Little Girl (20-Fox)...July
Taming of Dorothy, The (UA)...Sept.
Target Unknown (U-I)...Feb.
Tarran's Peril (RKO)...Mar.
Tea for Two (WB)...Sept.
Teresa (MGM)...July
Texas Meets Calamity Jane, The (Col)...Nov.
Texans Never Cry (Col)...Jan.
Texas Rangers, The (Col)...June
They Were Not Divided (UA) Feb.
Thing From Another World, The (RKO)...Apr.
13th Letter, The (20-Fox) Feb.
Three Desperate Men (LP)...Jan.
Three Guys Named Mike (MGM)...Mar.
Three Husbands (UA)...Nov.
Three Secrets (WB)...Oct.
Three Steps North (UA)...June
Thunder in God's Country (Rep)...Apr.
Toast of New Orleans (MGM)...Sept.
Tokyo File 212 (RKO)...May
Tomahawk (U-I)...Feb.
To Please a Lady (MGM)...Oct.
Tougher They Come, The (Col)...Dec.
Trail of Robin Hood (Rep) Dec.
Train to Tombstone (LP)...Sept.
Trio (Para)...June
Troops (Para)...Nov.
Try and Get Me (UA)...May
Two Flaps West (20-Fox)...Nov.
Two Guys and a Gal (UA)...June
Two Lost Worlds (UA)...Oct.
Two of a Kind (Col)...July
Two Weeks With Love (MGM)...Nov.

U
Undercover Girl (U-I)...Dec.
Under Mexicali Stars (Rep) Nov.
Under the Gun (U-I)...Jan.
Union Station (Para)...Sept.
Up Front (U-I)...Apr.

V
Varieties on Parade (LP)...July
Valentino (Col)...Apr.
Vengeance Valley (MGM)...Feb.
Vendetta (RKO)...Dec.
Vicious Years, The (Mono)...Feb.

W
Walk Softly, Stranger (RKO)...Oct.
Watch the Birdie (MGM)...Jan.
Wells Fargo Gunmaster (Rep)...May
West Point Story, The (WB) Nov.
When I Grow Up (UA)...Apr.
When the Redskins Ride (Col)...May
When You're Smiling (Col) Sept.
Where Danger Lives (RKO)...Dec.
Whirlwind (Col)...Apr.
Wicked City, The (UA)...Jan.
Woman on the Run (U-I)...Oct.
Wyoming Mail (U-I)...Oct.

Y
Yank in Korea, A (Col)...Mar.
Yes Sir, Mr. Bonas (LP)...July
You're in the Navy Now (20-Fox)...Apr.
Yokan Manhunt (Mono)...July

An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (*) denotes a new contributor; two (**) is one who has been reporting for six months or longer; three (***) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

COLUMBIA

All the King's Men (Col)—Broderick Crawford, Joanne Dru, John Ireland. This was a letdown at the boxoffice—the lowest gross in months. The Academy Award does not mean anything to us. Played Mon., Tues. Weather: Fair.—H. Hoppe, Grand Theatre, Mirror, Alta. Small town and rural patronage. ...

Petty Girl, The (Col)—Robert Cummings, Joan Caulfield, Elsa Lanchester. Somehow we did not do our usual business on this one, but it's no fault of the picture. It's an A picture, good story, beautiful color and is worthy of preferred time. Don't skip it. Played Sun., Mon., Tues. Weather: Fine.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town and rural patronage. ...

Petty Girl, The (Col)—Robert Cummings, Joan Caulfield, Elsa Lanchester. This is one of the most delightful Technicolor pictures that we could report on. Joan Caulfield makes one very happy and I was surprised to learn that there weren't more people of the same appreciative nature as this exhibitor. It was a grand picture and I saw it two nights. Other people should have their heads read for not coming out in bigger volume to see such a lovely picture. I think they were more appreciative in Belle River than they were in Tilbury. Played Wed., Thurs. at Tilbury, Fri., Sat. at Belle River. Weather: Warm.—Harland Rankin, Rankin Enterprises, Chatham, Ont. General patronage. ...

Rookie Fireman (Col)—Bill Williams, Barton MacLane, Marjorie Reynolds. This pleasing little action offering is all that kept me from getting run out of town. I had it on the other leg of a double bill with "The Texan Meets Calamity Jane." This has a good cast and a fire-fighting story made this a pleasant change for the Fri.-Sat. fare. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ...

Stage to Tucson (Col)—Rod Cameron, Wayne Morris, Kay Buckley. Here is a little life-saver. I co-featured this with "Grounds for Marriage" (MGM) and thank goodness. There isn't a dull moment in this picture and it is ideal for Fri.-Sat. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ...

Whirlwind (Col)—Gene Autry, Smiley Burnette, Gail Davis. Autry is back again in a good action western in sepla. This pleased all who came on Fri., Sat. and business was good. I made a profit. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. ...

LIPPERT PRODUCTIONS

Baron of Arizona (LP)—Vincent Price, Ellen Drew, Beulah Bondi. This is not a western in the usual sense. It is an interesting story of the pretender to the state of Arizona through a phony land grant, and it is different.—Frank S. Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. ...

METRO-GOLDWYN-MAYER

Asphalt Jungle, The (MGM)—Sterling Hayden, Louis Calhern, Jean Hagen. Though I've always maintained you have to use something like this once in a while for those that like the type, I still think it is absolutely the most overrated picture I have ever put on my screen. How anyone could give it a double-plus is beyond me. I thought it the

dullest, slow-movingest thing I had ever put on in my house. However, there were some who stayed with it all the way and enjoyed it, but it's a waste of playing time if it's money you need. Played Wed., Thurs. Weather: Good.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ...

Devil's Doorway (MGM)—Robert Taylor, Louis Calhern, Paula Raymond. This is a swell action picture—never a dull moment. It has just the right medicine for a weekend. Seven buckets of blood spilled in every reel, but they like it. Played Fri., Sat. Weather: Good.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town and rural patronage. ...

Q Father's Little Dividend (MGM)—Spencer Tracy, Elizabeth Taylor, Joan Bennett. This is a very good followup on the original story. Spencer Tracy is his usual good self, with the help of Joan Bennett and Elizabeth Taylor. It is a real entertaining family feature which rakes up the boxoffice sales. Teamed with "The Mating Season" (Para), it did above average in our house. Everyone left happy and well entertained. Played Fri. through Mon. Weather: Fair and warm.—Leonard C. Utecht, Manor Theatre, Chicago, Ill. Northwest Chicago patronage. ...

Pagan Love Song (MGM)—Esther Williams, Howard Keel, Minna Gombell. Business was average Sun., Mon. and showed a slight increase, but the price for Esther, wow! Two people made money on this one—my landlord and Leo. I even had a couple of walkouts. So far the deal with Metro hasn't been too hot. I have more to play. We'll see. Hey, Joe, I lost!—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ...

Two Weeks With Love (MGM)—Jane Powell, Ricardo Montalban, Louis Calhern. This is as fine a musical as one would ever want to see, and in color, too. A small town would be foolish to pass this one up. A certain tall, lanky individual (male) caught the fancy of my patrons, for they asked when he would be back again. Don't let him get away, Leo. Played Sun., Mon. Weather: Hot.—I. Roche,

Teachers Urged Matinee For This Giant Film

OKING SOLOMON'S MINES (MGM)—

Stewart Granger, Deborah Kerr, Richard Carlson. Not for many months (and maybe not again soon) have we had anything that even came close to what this giant did. People that never come to shows came to this one; people that seldom come, came twice. People that once in a while come back again to some feature, came four or five times. It's in a class by itself. Schools asked to co-operate with me on this one. Teachers all saw it out of town, of course, but they called up begging me to run a special matinee. They had all the kids pepped up over it and the kids in turn pepped up their folks. My campaign on the picture paid off, too. Don't even think of passing this up and don't let anyone tell you that it won't do double normal business. Played Sun., Mon., Tues. Weather: Rain.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage.

'Mrs. Mike' Not Too Old To Play, He Says

H Hoppe of the Grand Theatre at Mirror, Alta., explains why he does not contribute oftener:

"We usually play here late and I feel that my reports are not of much help to fellow exhibitors, but there are some pictures that are never too old to play to the great satisfaction of both the exhibitors and patrons. One of these pictures is 'Mrs. Mike' (UA), which I almost passed up. We played to almost 200 per cent, on Mon., Tues. Ours is a small town and rural patronage."

Vernon Theatre, Vernon, Fla. Small town and rural patronage. ...

MONOGRAM

Triple Trouble (Mono)—Richard Crane, Gloria Henry, Mary Stuart. I had lots of complaints that this wasn't as funny as usual, but I couldn't see a bit of difference in the way they laughed. It got by the slightly above average business for the change. Played Fri., Sat. Weather: Rain.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ...

PARAMOUNT

At War With the Army (Para)—Dean Martin, Jerry Lewis, Polly Bergen. Was I surprised? I expected to do average business on this one, as I had never played these stars before. Instead I had good business for three days and made a profit. It is very funny and some came back to see it twice. Played Tues., Wed., Thurs. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. ...

Great Lover, The (Para)—Bob Hope, Rhonda Fleming, Roland Young. This has plenty of appeal for small town audiences, but you can't overcome a lousy title enough to make them realize it, so they stay home in great numbers. Those that don't like Bob seem to be getting more numerous every time we show him, too. Even so, we squeaked by, making expenses for the run, but needed to make a little over to help out my midweek problem. Played Sun., Mon., Tues. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ...

Let's Dance (Para)—Betty Hutton, Fred Astaire, Roland Young. This is just ordinary—not up to what you might expect from Astaire and Hutton. The music and dance routines are both below par. The theme of the story is fine but it lacks good music and dancing. Played Sun., Mon., Tues. Weather: Rain.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town and rural patronage. ...

Mating Season, The (Para)—Gene Tierney, John Lund, Miriam Hopkins. Thelma Ritter continues to ride ahead of all other feature players in this one. She not only supports but takes away the honors from the other stars of the show. Everyone did fine, and the feature is what the public wants. More entertainment of this value will help bring back the old business we have been lacking. Played Fri. through Mon. Weather: Fair and warm.—Leonard C. Utecht, Manor Theatre, Chicago, Ill. Northwest Chicago patronage. ...

Mating Season, The (Para)—Gene Tierney, John Lund, Thelma Ritter. How anything as good as this could die such a death is beyond me. It is ultra-sophisticated comedy so I guess it was over their heads. Even Bank Night on Saturday didn't help. Business was below average. Played Fri., Sat. Weather: Clear and warm.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ...

Samson and Delilah (Para)—Hedy Lamarr,

Victor Mature, George Sanders. This picture, in my opinion, is the finest all-round picture ever made. It easily took my house record. I do believe that every person who ever goes to a show here saw this one. My terms were stiff but worth it, to do the volume and get the concession business. We sent special invitations to ministers and all praised and thanked us. In fact, everyone we asked was more than pleased to see this great picture. Played Wed., Fri., Sat. Weather: Cool.—R. L. Stanger, Windsor Theatre, Windsor, Colo. Small town and rural patronage. ***

RKO RADIO

Bunco Squad (RKO)—Robert Sterling, Joan Dixon, Ricardo Cortez. This is a nice little action picture with a different theme, but I don't think we'll brag on the draw. I just had the picture for two days and kept open without a loss. Played Fri., Sat. Weather: Rainy.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

Tarzan's Desert Mystery (RKO)—Reissue. Johnny Weissmuller, Nancy Kelly, Johnny Sheffield. This is a good Tarzan. I played it before on my preferred time. This time I played it on Fri., Sat. and business was about as good as the first time. Play it. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. ***

Wagonmaster (RKO) — Ben Johnson, Joanne Dru, Harry Carey Jr. This is different and much better than the mine-run westerns shown recently. The singing and dancing were well liked. It is the story of a Mormon wagon train. Played Tues., Wed. Weather: Okay.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. ***

REPUBLIC

Heart of the Rockies (Rep)—Roy Rogers, Penny Edwards, Gordon Jones. This is about average for Rogers—the kids loved it and their parents tolerated it. Played Tuesday only, doubled with "Devil's Doorway" (MGM). No complaints.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ***

Sunset in the West (Rep)—Roy Rogers, Estelita Rodriguez, Penny Edwards. This Roy Rogers picture didn't do very well for us. The farmers are very busy right now getting their crops in and had to pass Roy. We were somewhat disappointed as we thought Roy was pretty dependable on weekends but I can't say that we did the business we had hoped to. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

20th CENTURY-FOX

All About Eve (20th-Fox)—Bette Davis, Anne Baxter, George Sanders. This Academy Award winner did better than we expected. We held off buying until they gave us mid-week playing time, and it paid off by doing above average business. If Fox would only see the light and let us book all percentage pictures when they do the exhibitor the most good, such as this one, I am sure both parties would benefit. Played Tues., Wed. Weather: Good. — R. L. Stanger, Windsor Theatre, Windsor, Colo. Small town and rural patronage. ***

Black Rose, The (20th-Fox)—Tyrone Power, Orson Welles, Cecile Aubrey. We anticipated, due to the popularity of the book, that we would have had big business from this picture, but from the report we did very normal business, which left us not too happy, in view of the high rental we paid for it. Played Mon., Tues. Weather: Mild. — Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

Call Me Mister (20th-Fox)—Dan Dailey, Dale Robertson, Betty Grable. In spite of bad business over the country, Betty Grable is still a good draw and this Technicolor

musical pleased all who came. Play it and make some money—a hard thing to do these days. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. ***

Green Grass of Wyoming (20th-Fox)—Peggy Cummins, Charles Coburn, Robert Arthur. This is a picture that will do more business on a return engagement. We played it late and had strong competition from neighboring towns, but gave us our all-time record here. Everybody I spoke to said he came to see it again. Played Thurs., Fri., Sat.—H. Hoppe, Grand Theatre, Mirror, Alta. Small town and rural patronage. ***

UNITED ARTISTS

Not Wanted (UA)—Sally Forrest, Keefe Brasseur, Leo Penn. This is a really fine picture which brought in our top midweek gross since we bought this theatre last November. There were many strange faces at the box-office window besides all our regulars. We gave it extra newspaper publicity to let them know we had something different and it paid off. Played Wed., Thurs.—Roscoe A. Cook, Shelby Theatre, Shelbyville, Mo. Small town and rural patronage. *

Torch, The (UA)—Paulette Goddard, Pedro Armendariz, Gilbert Roland. I bought this one because the salesman said it was in Technicolor but it was black and white, and one of the poorest shows I've ever seen. It must have been made before the slogan, Movies Are Better Than Ever, was thought up. Played Fri., Sat. Weather: Showers.—M. W.

He Wants Reports to Stress the Profits

E. M. Freiburger of the Dewey Theatre at Dewey, Okla., wants exhibitors to slant their reports toward the boxoffice take in this wise:

"I think your exhibitor-reporters should tell us whether or not they showed a profit on a picture when they play it—or maybe whether they took a loss or broke even. Merely saying a picture is good is not enough. We read that in the trade reviews before they are released."

Long, Lans Theatre, Lansing, Iowa. Small town patronage. ***

UNIVERSAL-INTERNATIONAL

Comanche Territory (U-I) — Maureen O'Hara, Macdonald Carey, Will Geer. Here's a fine outdoor action frolic that will more than satisfy your cowboy-and-Indian fans. It has a good story, plenty of good comedy and a fine cast. O'Hara never was lovelier and the scenery is superb. We used it for our annual all-day free show on the local co-op store's birthday. They did all the advertising. It paid us well and made a lot of new friends. We ran 10 shows, mostly to SRO. They pull from all over the county every year on this, but they can afford it. Played Saturday only. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

Kansas Raiders (U-I) — Brian Donlevy, Marguerite Chapman, Audie Murphy. Audie Murphy has a following here, so this picture was satisfactory, despite competition from local tulip-time celebration. No doubt advertising him as Jesse James helped some, along with all the other outlaws in the picture.—Bev Mahon, Holland Theatre, Pella, Iowa. Small town patronage. *

Ma and Pa Kettle Back on the Farm (U-I) —Percy Kilbride, Marjorie Main, Richard Long. I fared a little better on this one in spite of tough competition, the annual Portuguese Chamberita. They parked their kids here for the matinee and got so looped on wine they nearly forgot to come after them. Monday night was over average, so no kicks.

This is swell for small towns. Business was better than with their last picture, and above average for a Sun., Mon. Weather: Clear and warm. — Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ***

Peggy (U-I)—Diana Lynn, Charles Coburn, Charlotte Greenwood. This is a pleasing little show that was sold to me for Sunday and should have been played Bank Night. However, the Parade of Roses was beautiful in Technicolor. Played Sun., Mon. Weather: Good.—M. W. Long, Lans Theatre, Lansing, Iowa. Small town patronage. ***

Up Front (U-I)—Tom Ewell, David Wayne, Jeffrey Lynn. Not great but plenty good. I expected a little more but who doesn't. I gave this my best nights and it came through. The weather has been very balmy and they have been hard to get in. If you are having troubles, here is your answer. Business was solid both nights. Played Wed., Thurs. Weather: Warm.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ***

WARNER BROS.

Barricade (WB)—Ruth Roman, Dane Clark, Raymond Massey. If your patrons are good and tough and can stand a lot of brutality, this is what you're looking for. Women have turned thumbs down on it. Business was hurt the first night because of heavy competition but was up to normal on Saturday, so they must have liked it. The cast is well chosen for the part and the color good—it provides something different in the outdoor type. Played Fri., Sat. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

Lightning Strikes Twice (WB)—Ruth Roman, Mercedes McCambridge, Richard Todd. I just counted the loot and found that I had the poorest giveaway night I've ever had. The picture itself is pretty fair, but it had no draw. I've taken a terrific lacing on my WB deal. Their pictures do not consistently do business here. Played Tuesday. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. ***

Rocky Mountain (WB)—Errol Flynn, Patricia Wymore, Scott Forbes. This is a red-blooded western that fits a weekend bill perfectly. There is action galore, with a good story and an excellent cast. Played Fri., Sat. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town and rural patronage. ***

Tea for Two (WB)—Doris Day, Gordon MacRae, Gene Nelson. We played this late but did average business on our slow change —Mon., Tues. Eve Arden has a definite following with our audience and they always enjoy S. Z. Sakall. This has a very clever trailer that helps sell the show.—Bev Mahon, Holland Theatre, Pella, Iowa. Small town patronage. *

Tea for Two (WB) — Doris Day, Gordon MacRae, Gene Nelson. This is a very pleasing musical that couldn't quite compete with the baccalaureate services. Played Sun., Mon. Weather: Good.—M. W. Long, Lans Theatre, Lansing, Iowa. Small town and rural patronage. ***

West Point Story, The (WB)—James Cagney, Virginia Mayo, Doris Day. In a small town the test of a good show is how well it stands up the second night. This one must be pretty good as it came up the second night and brought out some faces never seen before in this house. This is fine for any situation, large or small. Cagney hits the jack for acting in this one. Well, that's the comment of my patrons anyway. Played Wed., Thurs. Weather: Hot.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. ***

FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time, as furnished by home offices, is in parentheses; checkup with local exchange is recommended. Release number, type of story and review date follow. (B) indicates BOXOFFICE Blue Ribbon Award Winner. (C) indicates color photography.

	COLUMBIA	Rel. No.	Type	Reviewed	REVIEW DIGEST									
					Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary		
SEPTEMBER	Convicted (91).....324 Drama	7-22-50	+	±	±	±	±	±	±	±	±	7+4		
	Glenn Ford, Broderick Crawford													
	Petty Girl, The (87).....317 Com-Mus	9- 9-50	+	±	±	±	±	±	±	±	±	7+4		
	Joan Caulfield, Robert Cummings													
OCTOBER	Across the Badlands (55).....262 Western	9-16-50	±		±	±	±	±	±	±	±	5+5		
	Charles Starrett, Smiley Burnette													
	When You're Smiling (75).....304 Com-Dr	12-30-50	+	-	±	±	±	±	±	±	±	5+4		
	Jerome Courtland, Lola Albright, Frankie Laine													
NOVEMBER	Indian Territory (70).....249 Western	12- 2-50	+		±	±	±	±	±	±	±	6+1		
	Gene Autry, Pat Buttram													
	Fuller Brush Girl, The (85).....239 Comedy	9-23-50	+	+	+	+	+	+	±	±	±	8+1		
	Lucille Ball, Eddie Albert													
DECEMBER	Reckless Fireman (63).....311 Drama	9-16-50	±	-	±	±	±	±	±	±	±	6+7		
	Barton MacLane, Marjorie Reynolds, B. Williams													
	Last of the Buccaneers (79).....341 M'drama	10-14-50	+	±	±	±	±	±	±	±	±	7+3		
	Paul Henreid, Jack Oakie, Karin Booth													
JANUARY	Between Midnight & Dawn (89).....328 Drama	11- 8-50	+	±	±	±	±	±	±	±	±	7+3		
	Mark Stevens, Gale Storm													
	Raiders of Tomah'k Creek (55).....362 Western	11- 4-50	+		±	±	±	±	±	±	±	5+3		
	Charles Starrett, Smiley Burnette													
FEBRUARY	Harriet Croft (94).....323 Drama	10-28-50	±	±	±	±	±	±	±	±	±	11+1		
	Joan Crawford, Allyn Joslyn, Wendell Corey													
	Emergency Wedding (76).....332 Comedy	11-11-50	+	±	±	±	±	±	±	±	±	7+4		
	Larry Parks, Una Merkel, Barbara Hale													
MARCH	Pygmy Island (69).....342 Drama	11-18-50	±	±	±	±	-	±	±	±	±	6+7		
	Johnny Weissmuller, Ann Savage, David Bruce													
	Texan Meets Cal'ity Jones (71).....303 Western	11- 4-50	-		±	-	-	-	±	±	±	2+7		
	Evelyn Ankers, James Ellison													
APRIL	Chain Gang (70).....313 Drama	10-21-50	±	-	±	-	+	±	±	±	±	5+6		
	Douglas Kennedy, Marjorie Lord													
	Blazing Sun (70).....246 Western	11-11-50	+		±	±	±	±	±	±	±	6+2		
	Gene Autry, Lynne Roberts													
MAY	Killer That stalked N. Y. (79).....338 Drama	7-29-50	±	-	±	±	±	±	±	±	±	6+5		
	(Reviewed as Frightened City) Evelyn Keyes, William Bishop													
	He's a Cockeyed Wonder (77).....340 Comedy	10-21-50	+	±	±	±	±	±	±	±	±	7+5		
	Mickey Rooney, Terry Moore, William Demarest													
JUNE	Lightning Guns (55).....361 Western	12-16-50	+		±	±	-	±	±	±	±	4+4		
	Charles Starrett, Smiley Burnette													
	Tougher They Come, The (69).....305 Drama	12- 9-50	+	±	±	±	±	±	±	±	±	7+5		
	Wayne Morris, Preston Foster, Kay Buckley													
JULY	Great Manhunt, The (97).....331 Drama	10- 7-50	±	±	±	±	±	±	±	±	±	8+		
	(Rev. as State Secret) Douglas Fairbanks, Glynis Johns													
	Flying Missile, The (92).....335 Drama	12-30-50	+	±	±	±	±	±	±	±	±	7+2		
	Glenn Ford, Viveca Lindfors, Henry O'Neill													
AUGUST	Stage to Tucson (82).....354 Western	12-23-50	+	±	±	±	±	±	±	±	±	6+4		
	Red Cameron, Wayne Morris													
	Prairie Roundup (53).....363 Western	1-27-51	±		±	±	±	±	±	±	±	5+2		
	Charles Starrett, Smiley Burnette													
SEPTEMBER	Gasoline Alley (77).....301 Comedy	2- 3-51	±	±	±	±	±	±	±	±	±	7+2		
	Scotty Beckett, Jimmy Lydon													
	Gene Autry and Mounties (70).....351 Western	1-20-51	+		±	±	±	±	±	±	±	5+1		
	Gene Autry, Pat Buttram													
OCTOBER	Born Yesterday (103).....344 Comedy	11-25-50	±	±	±	±	±	±	±	±	±	13+		
	Judy Holliday, William Holden, Brod. Crawford													
	Operation X (79).....333 Drama	12-23-50	-	-								1+6		
	Edward G. Robinson, Peggy Cummins													
NOVEMBER	Revenue Agent (72).....312 Drama	12-23-50	+	±	±	±	±	±	±	±	±	7+5		
	Douglas Kennedy, Jean Willes, Onslow Stevens													
	Counterspy Meets Scotland													
	Yard (67).....307 Drama	12-23-50	+	±	±	±	-	±	±	±	±	6+5		
DECEMBER	Howard St. John, Amanda Blake													
	Yank in Korea, A (73).....346 War-Dr	2-17-51	+	±	±	±	±	±	±	±	±	7+3		
	Lon McCallister, William Phillips													
	Ridin' the Outlaw Trail (56).....264 Western	2-17-51	±		±	±	±	±	±	±	±	5+2		
JANUARY	Charles Starrett, Smiley Burnette													
	Al Jennings of Oklahoma (79).....327 Drama	1-20-51	±	±	±	±	±	±	±	±	±	6+4		
	Dan Duryea, Gale Storm, Dick Foran													
	"M" (88).....347 Drama	3- 4-51	+	±	±	±	±	±	±	±	±	7+2		
FEBRUARY	David Wayne, Howard DaSilva, Luther Adler													
	My True Story (67).....308 Drama	3-31-51	±	±	±	±	±	±	±	±	±	6+4		
	Willard Parker, Helen Walker													
	Flame of Stamboul (68).....314 M'drama	3-10-51	+	±	±	±	±	±	±	±	±	7+5		
MARCH	Richard Denning, Lita Ferraday													
	Texans Never Cry (70).....352 Western	3-17-51	±		±	±	-	±	±	±	±	4+4		
	Gene Autry, Pat Buttram													
	Fort Savage Raiders (54).....365 Western	3-17-51	±		±	±	±	±	±	±	±	4+3		
APRIL	Charles Starrett, Smiley Burnette													
	Valentino (108).....320 Drama	2-24-51	±	±	±	±	±	±	±	±	±	11+		
	Eleanor Parker, Anthony Dexter, Richard Carlson													
	Santa Fe (89).....330 Western	4-28-51	+	±	±	±	±	±	±	±	±	7+2		
MAY	Randolph Scott, Janis Carter, Jerome Courtland													
	Fury of the Congo (69).....329 Act-Dr	3- 3-51	+	±	±	±	±	±	±	±	±	6+6		
	Johnny Weissmuller, Sherry Mooreland													
	Whirlwind (70).....354 Mus-West	4-14-51	+		±	±	±	±	±	±	±	6+2		
JUNE	Gene Autry, Smiley Burnette													
	Breve Bulls, The (108).....321 Drama	5-12-51	±	±	±	±	±	±	±	±	±	11+2		
	Mel Ferrer, Miroslava, Anthony Quinn													
	Her First Romance (73).....358 Comedy	5- 5-51	+	±	±	±	±	±	±	±	±	6+5		
JULY	Margaret O'Brien, Allan Martin Jr.													
	When the Redskins Rode (78).....339 Western	5-12-51	±	±	±	±	±	±	±	±	±	5+3		
	Jon Hall, Mary Castle, James Boy													
	Smuggler's Gold (64).....315 Adv-Dr	5-19-51	+	±	±	±	±	±	±	±	±	6+4		
AUGUST	Cameron Mitchell, Amanda Blake													
	Snow River Desperadoes (54).....366 Western	5-26-51	±		±	±	±	±	±	±	±	4+3		
	Charles Starrett, Smiley Burnette													
	Lorna Doone (84).....336 Rom-Com	5-26-51	+	±	±	±	±	±	±	±	±	7+2		
SEPTEMBER	Barbara Hale, Richard Greene													
	Texas Rangers, The (68).....325 Western	6- 2-51	+	±	±	±	±	±	±	±	±	5+1		
	George Montgomery, Gale Storm													
	China Corsair (67).....316 Act-Dr	6- 9-51	±	±	±	±	±	±	±	±	±	5+5		
OCTOBER	Jon Hall, Lita Ferraday													
	Silver Canyon (70).....355 Western	6-23-51	+		±	±	±	±	±	±	±	3+1		
	Gene Autry, Champion, Gail Davis													
	Sirocco (98).....348 Drama			±	±	±	±	±	±	±	±	4+3		
NOVEMBER	Humphrey Bogart, Lee J. Cobb													
	Hurricane Island (..).....349 Drama													
	Jon Hall, Mary Castle													
	Two of a Kind (75).....350 Drama			±	±	±	±	±	±	±	±	3+2		
DECEMBER	Edmund O'Brien, Elizabeth Scott													
	Big Gusher (68).....306 Adv-Dr													
	Wayne Morris, Preston Foster													
	Bonanza Town (56).....367 Western													
JANUARY	Charles Starrett, Smiley Burnette													
	Return of Jesse James (75).....4907 Western	9- 9-50	+	±	±	±	±	±	±	±	±	7+2		
	John Ireland, Henry Hull, Ann Dvorak													
	Train to Tombstone (56).....4934 Western	9-16-50	-	-	-	-	-	-	-	-	-	1+4		
FEBRUARY	Don Barry, Tom Neal, Robert Lowery													
	Border Rangers (57).....4933 Western	9-30-50	+		±	±	±	±	±	±	±	3+1		
	Don Barry, Wally Vernon, Pamela Blake													
	Holiday Rhythm (59).....4911 Comedy	10-14-50	+	±	±	±	±	±	±	±	±	5+2		
MARCH	Mary Beth Hughes, David Street, Wally Vernon													
	Bandit Queen (70).....5001 Western	12- 9-50	+		±	±	±	±	±	±	±	5+2		
	Barbara Britton, Philip Reed, Willard Parker													
	Three Desperate Men (69).....5009 Western	1-20-51	±		±	±	±	±	±	±	±	3+4		
APRIL	Preston Foster, Jim Davis, Virginia Grey													
	Steel Helmet, The (84).....5006 Drama	1-13-51	+	±	±	±	±	±	±	±	±	10+1		
	Gene Evans, Steve Brodie													
	Fingerprints Don't Lie (55).....5015 Drama	3-17-51	+	±	±	±	±	±	±	±	±	4+4		
MAY	Richard Travis, Sid Melton, Sheila Ryan													
	Mask of the Dragon (55).....5013 Drama			-	±	±	±	±	±	±	±	3+3		
	Richard Travis, Sid Melton, Sheila Ryan													
	Stop That Cab (60).....5014 Comedy	6-23-51	±									1+2		
JUNE	Sid Melton, Iris Adrian, Marjorie Lord													
	Danger Zone (60).....5017 Drama				±	±	±	±	±	±	±	2+2		
	Hugh Beaumont, Edward Brophy, Richard Travis													
	Roaring City (60).....5016 Drama													
JULY	Hugh Beaumont, Richard Travis													
	Kentucky Jubilee (75).....5007 Comedy			-								1-		
	Jerry Colonna, Jean Porter													
	Pier 23 (60).....5018 Drama	5-26-51	±	±	±	±	±	±	±	±	±	4+4		
AUGUST	Hugh Beaumont, Ann Savage													
	Little Big Horn (82).....5033 Western	6- 2-51	+	±	±	±	±	±	±	±	±	6+1		
	John Ireland, Marie Windsor													
	G.I. Jane (..).....5012 Comedy													
SEPTEMBER	Jean Porter, Tom Neal, Iris Adrian													
	Yes Sir, Mr. Bones (..).....5019 Musical													
	All-Star Minstrel Show													
	Varieties on Parade (..).....5020 Musical													
OCTOBER	Jackie Coogan, All-Star Revue													
	Savage Drums (..).....Adv-Dr													
	Sabu, Lita Baron, Sid Melton													

An interpretive analysis of lay and trade press reviews. The plus and minus signs indicate degree of merit only; audience classification not rated. Listings cover current reviews, brought up to date regularly. In the summary $\pm$ is rated as 2 pluses, $=$ as 2 minuses. $\pm$ Very Good; $+$ Good; $\pm$ Fair; $-$ Poor; $=$ Very Poor.

REVIEW DIGEST

REVIEW DIGEST

M-G-M	Rel. No.	Type	Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Reporter	Parents'	New York	Daily News	Summary
1 Life of Her Own, A (108).....101 Drama	8-12-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+1-
Lana Turner, Ray Milland, Tom Ewell													
2 Devil's Doorway (84).....102 West-Dr	5-13-50	$\pm$	$\pm$	$\pm$	$\pm$	$+$	$-$	$+$	$+$	$+$	$+$	$+$	6+4-
Robert Taylor, Louis Calhern, Paula Raymond													
3 Toast of New Orleans (98).....103 Musical	8-26-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	10+
Marlo Lanza, Kathryn Grayson, David Niven													
4 Right Cross (90).....104 Drama	8-26-50	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+
June Allyson, Ricardo Montalban, Dick Powell													
5 To Please a Lady (102).....105 Comedy	10- 7-50	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+1-
Barbara Stanwyck, Clark Gable													
6 Miniver Story, The (104).....106 Drama	10- 7-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	9+2-
Greer Garson, Walter Pidgeon													
7 Next Voice You Hear, The (83).....110 Drama	6-10-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	12+
James Whitmore, Nancy Davis													
8 Dial 1119 (75).....107 M'drama	2-10-50	$+$	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+2-
Marshall Thompson, Virginia Field, Andrea King													
9 Stars in My Crown (90).....108 Drama	3- 4-50	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	10+
Joel McCrea, Ellen Drew, Dean Stockwell													
10 Two Weeks With Love (93).....108 Mus-Com	10-21-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	9+
Jane Powell, Ricardo Montalban, Louis Calhern													
11 King Solomon's Mines (105).....109 Drama	9-30-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	13+
Stewart Granger, Richard Carlson, Deborah Kerr													
12 Mrs. O'Malley and Mr. Malone (69).....111 Comedy	11-11-50	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	9+2-
Marjorie Main, James Whitmore													
13 Pagan Love Song (77).....112 Musical	12-23-50	$\pm$	$\pm$	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+2-
Esther Williams, Howard Keel, Minna Gombell													
14 Watch the Birdie (72).....113 Comedy	11-25-50	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+1-
Red Skelton, Arlene Dahl, Ann Miller													
15 Grounds for Marriage (90).....114 Comedy	12-16-50	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+
Van Johnson, Kathryn Grayson, Paula Raymond													
16 Kim (113).....115 Drama	12- 9-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	12+
Erol Flynn, Dean Stockwell, Paul Lukas													
17 Magnificent Yankee, The (88).....116 Biog-Dr	11-25-50	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	14+
Louis Calhern, Ann Harding, Edward Franz													
18 Vengeance Valley (82).....117 Superwest	2- 3-51	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	9+
Burt Lancaster, Robert Walker, Joanne Dru													
19 Cause for Alarm (73).....118 Drama	1-27-51	$+$	$+$	$\pm$	$+$	$-$	$+$	$\pm$	$+$	$\pm$	$+$	$+$	7+3-
Loretta Young, Barry Sullivan, Bruce Cowling													
20 Three Guys Named Mike (90).....119 Comedy	2-17-51	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	9+
Jane Wyman, Van Johnson													
21 Inside Straight (87).....123 Hist-Dr	3-10-51	$\pm$	$\pm$	$\pm$	$+$	$+$	$\pm$	$+$	$\pm$	$+$	$\pm$	$+$	7+4-
David Brian, Arlene Dahl, Barry Sullivan													
22 Royal Wedding (93).....121 Musical	2-10-51	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	13+
Fred Astaire, Jane Powell, Peter Lawford													
23 Father's Little Dividend (82).....124 Comedy	2-24-51	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	14+
Spencer Tracy, Joan Bennett, Elizabeth Taylor													
24 Soldiers Three (92).....126 Drama	3-24-51	$+$	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	8+1-
Walter Pidgeon, Stewart Granger, David Niven													
25 Great Caruso, The (110).....127 Op-Biog	4-21-51	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	14+
Marlo Lanza, Ann Blyth, Dorothy Kirsten													
26 Painted Hills, The (68).....125 Drama	3-24-51	$\pm$	$\pm$	$+$	$+$	$-$	$\pm$	$+$	$\pm$	$+$	$\pm$	$+$	5+4-
Lessie, Paul Kelly, Gary Gray, Ann Doran													
27 Home Town Story (61).....128 Drama	5-19-51	$\pm$	$-$	$\pm$	$-$	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	4+5-
Donald Crisp, Jeffrey Lynn													
28 Go for Broke! (92).....129 War-Dr	3-31-51	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	12+
Van Johnson, Warner Anderson													
29 Night Into Morning (86).....130 Drama	5-26-51	$\pm$	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	10+1-
Ray Milland, John Hodiak													
30 No Questions Asked (81).....132 Drama	6- 9-51	$+$	$+$	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	4+1-
Arlene Dahl, George Murphy													
31 Excuse My Dust (82).....133 Mus-Com	5-26-51	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	9+
Red Skelton, Billy Forrest													
32 Kind Lady (78).....134 Drama	6-23-51	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	1+
Ethel Barrymore, Maurice Evans													
33 Strictly Dishonorable (86).....131 Drama													
Elio Pinza, Janet Leigh													
34 Show Boat (108).....135 Musical	6- 9-51	$\pm$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	$+$	10+
Kathryn Grayson, Howard Keel													
35 Law and the Lady (..).....136 Comedy													
Greer Garson, Michael Wilding													
36 Teresa (103).....137 Drama	3- 3-51	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	$\pm$	9+4-
Pier Angeli, John Ericson													

MONOGRAM

5	Big Timber (73).....4908 Drama		±	+	+	±	4+2-
	Roddy McDowall, Jeff Donnell, Lyn Thomas						
17	Law of the Panhandle (55).....4953 Western		±	+	±	±	3+2-
	Johnny Mack Brown, Jane Adams, Riley Hill						
23	Bomba and Hidden City (71)....4906 Drama		±	+	-	±	3+3-
	Johnny Sheffield, Sue England						
3	Cherokee Uprising (57).....4944 Western		±			±	2+2-
	Whip Wilson, Andy Clyde, Lois Hall						
13	Modern Marriage, A (66).....5119 Doc-Dr	4- 8-50	+	+	+	±	8+2-
	Robert Clarke, Reed Hadley, Margaret Field						
22	Hot Rod (61).....4918 Drama	10-28-50	+	±	+	+	7+3-
	James Lydon, Gloria Winters, Art Baker						
29	Blues Busters (64).....4916 Comedy	10-28-50	+	±	+	+	7+3-
	Leo Gorcey, Adele Jergens, Huntz Hall						
9	Joe Palooka in the Squared Circle (63).....5117 Comedy		±	±	+	±	4+3-
	Joe Kirkwood Jr., James Gleason						
12	Southside 1-1000 (73).....AA17 Drama	10-14-50	+	±	+	+	8+2-
	Don DeFore, Andrea King, George Tobias						
28	Outlaw Gold (51).....4954 Western		±	±	±	±	3+3-
	Johnny Mack Brown, Jane Adams, Myron Healy						
2	Father's Wild Game (61).....5125 Comedy		±	+			2+1-
	Raymond Walburn, Gary Gray, Jane Darwell						
16	Outlaws of Texas (56).....4945 Western		±	+	±	±	3+2-
	Whip Wilson, Phyllis Coates						
17	Call of the Klondike (67).....4920 Drama	12-23-50	+	±	±	+	5+3-
	Anne Gwynne, Tom Neal, Kirby Grant						
23	Short Grass (82).....AA18 West'n	12- 9-50	±	±	+	±	7+5-
	Rod Cameron, Cathy Downs						
31	Sierra Passage (80).....5107 Western	12-23-50	±	±	+	±	6+4-
14	Colorado Ambush (52).....4955 Western		±	+	±	±	3+2-
	Johnny Mack Brown, Lois Hall						
21	Bowery Battalion (69).....5111 Comedy	2-24-51	+	+	+	±	5+2-
	Leo Gorcey, Huntz Hall, Bowery Boys						
26	Blue Blood (72).....4904 Drama	1-20-51	+	±	±	+	6+2-
	Bill Williams, Jane Nigh, Arthur Shields						
3	Abilene Trail (64).....4946 Western		±		-	±	2+3-
	Whip Wilson, Andy Clyde, Noel Nell						
11	Rhythm Inn (71).....5115 Musical	2-10-51	+	±	±		5+3-
	Jane Frazee, Kirby Grant, Charles Smith						
18	Vicious Years, The (81).....5191 Drama						
	Tommy Cook, Gar Moore, Sybil Merritt						
3	Navy Bound (60).....5120 Comedy	3- 3-51	±	+	±	+	5+3-
	Tom Neal, Regis Toomey, Wendy Waldron						
11	Men From Sonora (54).....5141 Western			+			1+
	Johnny Mack Brown, Lyle Talbot, Leo Roberts						
16	Gypsy Fury (63).....5192 Drama	4-21-51	+		-	±	2+2-
	Vivica Lindfors, Christopher Kent, Romney Brent						
23	Lion Hunters, The (83).....5109 Jun Dr	4-28-51	+	±	±	±	4+5-
	Johnny Sheffield, Ann Todd, Morris Ankrum						
6	Canyon Raiders (54).....5151 Western						
	Whip Wilson, Fuzzy Knight						
13	I Was an American Spy (85)....AA19 Drama	3-31-51	±	+	±	±	4+4-
	Ann Dvorak, Gene Evans, Douglas Kennedy						
22	Ghost Chasers (69).....5112 Comedy	5-12-51	+		±	±	4+3-
	Huntz Hall, Leo Gorcey, Bowery Boys						
6	Blazing Bullets (51).....5142 Western						
	Johnny Mack Brown, Lois Hall						
13	Cavalry Scout (78).....5101 Western	4-21-51	+	±	+	±	8+2-
	Audrey Long, Rod Cameron, Jim Davis						
17	Nevada Badmen (59).....5152 Western						
	Whip Wilson						
28	According to Mrs. Hoyle (60)....5122 Drama	6-23-51	±		±		2+2-
	Spring Byington, Tania Chandler						
17	Father Takes the Air (61).....5126 Comedy	6-23-51	±		±		2+2-
	Raymond Walburn, Walter Catlett						
23	Casa Manana (73).....5116 Musical						
	Robert Clarke, Virginia Welles						
26	Montana Desperadoes (51).....5143 Western						
	Johnny Mack Brown, Lois Hall						
3	Yukon Manhunt (...).....5123 Adv-Dr						
	Kirby Grant, Chinoek						
22	Disc Jockey (...).....Musical						
	Ginny Simms, Michael O'Shea						
26	Let's Go Navy (...).....5113 Comedy						
	Leo Gorcey, Huntz Hall						

† Very Good; + Good; ± Fair; - Poor; = Very Poor. In the summary † is rated 2 pluses, = as 2 minuses.

Boxoffice
Harrison's Reports
Variety
Film Daily
Hollywood Reporter
Parents' Magazine
New York Daily News
Summary

JULY

© Passage West (80)..... John Payne, Arlun Whelan	5022 Western 4-26-81	+ + + + +	7+4
Ace in the Hole (112)..... Kirk Douglas, Jan Sterling	5023 Drama 5-12-81	+ + + - +	7+2

On the Loose (...)	Joa Evans, Melvyn Douglas	Drama					
Happy Go Lovely (88)	David Niran, Vera-Ellen, Cesar Romero	Musical	6-16-51 +	+	+	+	6-1
His Kind of Woman (...)	Robert Mitchum, Jane Russell	Drama					

In the summary $++$ is rated 2 pluses, $=$ as 2 minuses.

FEATURE CHART

REPUBLIC

REPUBLIC						REVIEW DIGEST										
	Rel. No.	Type	Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Reporter	Parade	Magazine	New York	Daily News	Summary		
11	Redwood Forest Trail (67).....	4923 Western	9-23-50	+	±	±	±	±	±	±	±	±	±	5+4		
	Rex Allen, Jeff Donnell, Jane Darwell															
15	Surrender (90).....	5001 Drama	10-21-50	+	±	±	±	±	±	±	±	±	±	6+5		
	Vera Ralston, John Carroll, Walter Brennan															
16	Prisoners in Petticoats (60).....	4929 M'drama	9-23-50	±	-	±	±	±	±	±	±	±	±	5+7		
	Robert Rockwell, Valentine Perkins															
25	Sunset in the West (67).....	4943 Mus-W't	9-30-50	+		±	±	±	±	±	±	±	±	6+2		
	Roy Rogers, Penny Edwards, Estelita Rodriguez															
31	Frisco Tornado (60).....	4967 Western	9-23-50	+		+	+	+	+	±	±	±	±	6+1		
	Allan Lane, Eddy Waller, Martha Hyer															
35	Hit Parade of 1951 (85).....	5002 Musical	10-28-50	+	±	±	±	±	±	±				6+5		
	John Carroll, Estelita Rodriguez, Marie McDonald															
36	Rustlers on Horseback (60).....	4968 W'tern	11-25-50	+		±	+	+			±	±	±	5+2		
	Allan Lane, Claudia Barrett, Eddy Waller															
39	North of Great Divide (67).....	4944 W-Mus	11-25-50	+		±	+	±	+	±	±	±	±	6+3		
	Roy Rogers, Penny Edwards															
40	Under Mexicali Stars (67).....	4954 W'tern	12- 9-50	+		+	+	±	±	±	±	±	±	6+3		
	Rex Allen, Dorothy Patrick															
48	Macbeth (85).....	5003 Drama	10-16-50	±	±	±	+	-	±	±	±	±	±	7+5		
	Orson Welles, Jeanette Nolan, Dan O'Hurley															
	Rio Grande (105).....	5004 Supwest	11-11-50	±	±	±	±	±	±	±	±	±	±	12+1		
	John Wayne, Maureen O'Hara															
	Missourians, The (60).....	4974 Western	12- 9-50	+		±	+	+	±	±	±	±	±	6+3		
	Monte Hale, Paul Hurst															
49	California Passage (90).....	5005 W'tern	12-23-50	+	±	+	±	+	+	±	±	±	±	7+3		
	Forrest Tucker, Adele Mara, Jim Davis															
50	Trail of Robin Hood (67).....	4946 M-West	12-23-05	±		±	+	+	+	±	±	±	±	6+3		
	Roy Rogers, Penny Edwards, Gordon Jones															
55	Rough Riders of Durango (60).....	5058 Western	2-10-51	+		±	+	+	+	±	±	±	±	6+2		
	Allan Lane, Aline Towne, Ross Ford															
60	Pride of Maryland (60).....	5023 M'drama	1-13-51	+	±	±	±	+	+	±	±	±	±	7+4		
	Stanley Clements, Peggy Stewart, Frankie Darro															
67	Belle Le Grand (90).....	5006 Drama	3- 3-51	+	±	±	±	+	+	±	±	±	±	7+4		
	Vera Ralston, John Carroll															
73	Spoilers of the Plains (67).....	5041 W't-Mus	2-10-51	±		+	+	+	+	±	±	±	±	6+2		
	Roy Rogers, Penny Edwards, Gordon Jones															
74	Missing Women (60).....	5025 M'drama	4- 3-51	±	±	±	±	+	±	±	±	±	±	6+5		
	Penny Edwards, James Milligan															
76	Night Riders of Montana (60).....	5059 Western	3-17-51	+		±	+	+			±	±	±	5+2		
	Allan Lane, Claudia Barrett															
81	Silver City Bonanza (67).....	5051 Western	3-31-51	+		±	±	+	+	±	±	±	±	6+3		
	Rex Allen, Buddy Ebsen, Mary Ellen Kay															
83	Cuban Fireball (78).....	5007 Com-Ms	4- 7-51	+	-	±	±	-	+					4+3		
	Estelita Rodriguez, Warren Douglas															
100	Oh! Susanna (90).....	5008 Out-Dr	3-17-51	+	±	±	±	±	±	±	±	±	±	8+4		
	Bud Cameron, Adrian Booth, Forrest Tucker															
105	Bullfighter and the Lady (87).....	5009 Drama	5- 5-51	+	+	±	±	±	±	±	±	±	±	11+		
	Robert Stack, Gilbert Roland															
127	Insurance Investigator (60).....	5026 M'drama	3-31-51	+	±	±	±	±			±	±	±	6+5		
128	Heart of the Rockies (67).....	5042 Ms-Wst	4- 7-51	±		±	+	+	+					5+1		
130	Thunder in God's Country (67).....	5052 Western	4-21-51	+		±	+	+	±					5+2		
	Rex Allen, Mary Ellen Kay, Buddy Ebsen															
131	Buckaroo Sheriff of Texas (60).....	5066 W'tern	12-30-50	±		±	±	±	-					4+5		
	Michael Chapin, Eilene Janssen															
132	In Old Amarillo (67).....	5043 Western	5-26-51	+		±	±	±						4+2		
	Roy Rogers, Penny Edwards															
133	Wells Fargo Gunmaster (60).....	5061 Western	5-19-51	+		±	±	+	±					5+3		
	Allan Lane, Mary Ellen Kay															
134	Million Dollar Pursuit (60).....	5028 Drama	6- 9-51	±	±	±	±	±	±					5+5		
	Penny Edwards, Grant Withers															
135	Fighting Coast Guard (86).....	5010 Drama	5- 5-51	+	+	±	±	±	±	±	±	±	±	7+3		
	Brian Donley, Forrest Tucker															
136	Secrets of Monte Carlo (60).....	5030 M'drama														
	Warren Douglas, Lola Hall															
137	The Dakota Kid (60).....	5067 Western														
	Michael Chapin, Eilene Janssen															
138	Rodeo King and Sonorita (67)...	Western														
	Rex Allen, Mary Ellen Kay															

20TH-FOX

			REVIEW DIGEST									
	Ref. No.	Type	Reviewed	Boskoff's	Harrison's	Reprints	Variety	Film Daily	Hollywood Reporter	Picture Magazine	New York Daily News	Summary
20TH-FOX												
Black Rose, The (119).....	019	Cos-Dr	3-19-50	+	+	+	+	+	+	+	+	11+
Tyrona Power, Cella Aubry, Orson Welles												
My Blue Heaven (96).....	021	Musical	3-26-50	+	+	+	+	+	+	+	+	9+
Betty Grable, Dan Dailey, David Wayne												
Panic in the Streets (96).....	022	Drama	6-24-50	+	+	+	+	+	+	+	+	12+
Richard Widmark, Paul Douglas, B. Bel Geddes												
Forerwell to Yesterday (90).....	023	Drama	9-23-50	+	+	+	+			+		6+
Narrated. No cast												
Fireball, The (83).....	023	Drama	3-26-50	+	±	±	+	+	+	±		8+3-
Mickey Rooney, Pat O'Brien, Beverly Tyler												
Mister 880 (90).....	024	Comedy	3-26-50	+	+	+	+	+	+	+	+	13+
Burt Lancaster, Dorothy McGuire, Edmund Gwenn												
No Way Out (106).....	025	Drama	3-5-50	+	+	±	+	+	+	+	+	11+2-
Linda Darnell, Richard Widmark, Stephen McNally												
I'll Get By (83).....	027	Musical	9-30-50	+	±	+	±	+	±	+	+	8+3-
Gloria DeHaven, Dennis Day, June Haver												
Two Flags West (92).....	029	Act-Dr	10-14-50	+	±	+	+	+	+	+	+	9+1-
Joseph Cotten, Linda Darnell												
All About Eve (138).....	030	Drama	9-16-50	+	+	+	+	+	+	+	+	14+
Bette Davis, Anne Baxter, George Sanders												
Jackpot, The (85).....	031	Comedy	10-7-50	+	+	+	+	+	+	+	+	10+
James Stewart, Barbara Hale, Patricia Medina												
American Guerrilla in the Philippines (103).....	032	Drama	11-11-50	+	+	+	+	+	+	+	+	12+
Tyrona Power, Michelino Priolo												
For Heaven's Sake (92).....	033	Comedy	12-9-50	+	+	+	+	+	+	+	+	10+
Clifton Webb, Joan Bennett, Robert Cummings												
Mudlark, The (99).....	101	Hist-Dr	12-2-50	+	+	+	+	+	+	+	+	10+
Irene Dunne, Alec Guinness, Andrew Ray												
Man Who Cheated Himself (81).....	102	Drama	12-23-50	+	+	±	+	+	+	+	+	9+1-
Lee J. Cobb, Jane Wyatt												
Halls of Montezuma (113).....	103	War-Dr	12-23-50	+	+	+	+	+	+	+	+	13+
Richard Widmark, Walter Palance, Karl Malden												
Cell Me Mister (95).....	104	Musical	1-27-51	+	±	+	+	+	+	+	+	8+1-
Betty Grable, Dan Dailey, Dale Robertson												
I'd Climb the Highest Mountain (88).....	105	Drama	1-20-51	+	+	+	+	+	+	+	+	11+
Susan Hayward, William Lundigan												
13th Letter, The (85).....	107	Drama	1-27-51	+	+	+	+	+	+	+	+	10+
Linda Darnell, Charles Boyer, Michael Rennie												
Sword of Monte Cristo (80).....	106	Act-Dr	3-17-51	±	±	±	+	+	±	±	±	8+1-
George Montgomery, Berry Kroeger, Paula Corday												
Lucky Nick Cain (87).....	108	M'drama	2-17-51	+	±	+	+	+	+	±	±	7+2-
George Raft, Coleen Gray, Charles Goldner												
Bird of Paradise (100).....	109	Drama	3-17-51	+	±	+	+	+	+	±	±	10+2-
Louis Jourdan, Debra Paget, Jeff Chandler												
Of Men and Music (85).....	137	Musical	12-9-51	+		+	+	+	+	+	+	10+
Artur Schnabel, Jan Peerce, Jascha Heifetz												
Kefauver Crime Invest. (52).....	138	News Feature			+							1+
You're in the Navy Now (93).....	110	Comedy	2-24-51	+	+	+	+	+	+	+	+	8+
(Rev. as U.S.S. Taskette) Gary Cooper, Jane Greer												
I Can Get It for You Wholesale (91).....	111	Drama	3-24-51	+	+	+	+	+	+	+	+	10+
Dan Dailey, Susan Hayward												
14 Hours (91).....	114	Drama	3-10-51	+	+	+	+	+	+	+	+	13+
Paul Douglas, Richard Basehart, B. Bel Geddes												
Follow the Sun (77).....	112	Drama	3-24-51	+	+	+	+	+	+	+	+	10+
Glenn Ford, Anne Baxter, Dennis O'Keefe												
Rawhide (86).....	113	West-Dr	3-10-51	+	+	+	+	+	+	+	+	10+
Tyrona Power, Susan Hayward, Hugh Marlowe												
Half Angel (77).....	116	Drama	4-14-51	+	±	±	+	±	±			8+1-
Loretta Young, Joseph Cotten, Cecil Kellaway												
On the Riviera (89).....	115	Mus-Com	4-28-51	+	+	+	+	+	+	+	+	11+
Danny Kaye, Gene Tierney, Corinne Calvet												
House on Telegraph Hill (93).....	117	Drama	3-17-51	+	±	±	±	+	±	±	±	7+2-
Richard Basehart, Valentina Cortese, W. Lundigan												
As Young As You Feel (77).....	120	Comedy	6-9-51	±	+	±	+	+	+	+		7+2-
Monty Woolley, Thelma Ritter												
Gay Who Came Back, The (91).....	118	Drama	5-26-51	+	±	±	±	±	±	±	±	7+2-
Paul Douglas, Joan Bennett												
Take Care of Little Girl (91).....	119	Musical	6-16-51	±	±	±	±	±	±	±	±	5+3-
Jeanne Crain, Jean Peters												
Frogmen, The (96).....	122	Drama	6-16-51	+	±	±	±	±	±	±	±	10+
Dana Andrews, Gary Merrill												

FEATURE CHART

† Very Good; + Good; ± Fair; - Poor; = Very Poor. In the summary † is rated 2 pluses, = as 2 minuses.

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

UNITED ARTISTS

Rel. No.	Type	Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Parents'	New York	Daily News	Summary
REVIEW DIGEST											
1 Eye Witness (104).....045 Mys-Dr		7-29-50	+	±	+	±	+	+	+	+	6+2-
2 If This Be Sin (72).....628 Drama		7-22-50	±	±	±	±	±	±	±	±	7+6-
3 Paper Gallows (69).....220 Drama		5-26-51	±	-	-	-	-	±	±	±	2+4-
4 Taming of Dorothy, The (75).....224 Comedy		11-25-50	+	±	-	±	-	-	±	±	4+3-
1 One Minute to Twelve (75).....203 Drama		11-18-50	±	±	±	±	±	±	±	±	1+1-
2 Second Face, The (72).....204 Drama		12-16-50	+	±	±	±	±	±	±	±	5+6-
3 Kengaroo Kid, The (73).....037 Western			±	±	±	±	±	±	±	±	3+1-
4 Two Lost Worlds (60).....202 Drama		12-23-50	±	±	±	±	±	±	±	±	6+5-
1 Prehistoric Women (74).....205 Drama		12-30-50	+	+	±	+	+	-	±	±	5+4-
2 Border Outlaws (58).....260 Western		12-16-50	+	±	-	-	-	-	-	-	2+2-
3 Three Husbands (78).....642 Comedy		11-11-50	+	+	+	±	±	±	±	±	8+1-
4 Rogue River (79).....201 Western		12-23-50	+	±	±	±	±	±	±	±	7+5-
1 Golden Salamander, The (96).....271 Drama		4- 7-51	±	±	±	±	±	±	±	±	6+3-
2 Wicked City, The (76).....206 Drama		5-19-51	+	-	=	=	=	=	=	=	1+3-
3 Mister Universe (79).....208 Comedy		3-17-51	+	+	+	+	+	±	±	±	7+1-
4 Korea Patrol (57).....211 Drama		1-13-51	-	-	±	-	-	-	-	-	1+5-
5 Sun Sets at Dawn, The (71).....046 Drama		11-11-50	-	±	±	±	±	±	±	±	6+5-
6 They Were Not Divided (102).....275 Drama			±	±	±	±	±	±	±	±	2+1-
1 Blue Lamp, The (84).....016 Drama		6-24-50	+	±	±	±	±	±	±	±	7+3-
2 Circle of Danger (86).....207 Drama		4- 7-51	±	±	±	±	±	±	±	±	6+5-
3 My Outlaw Brother (89).....209 Drama		2-17-51	-	-	±	-	-	-	-	-	1+5-
4 Naughty Aristotle (86).....226 Comedy		5-26-51	±	±	±	±	±	±	±	±	4+4-
5 Second Woman, The (91).....639 Drama		1-27-51	+	±	±	±	±	±	±	±	7+3-
6 So Long at the Fair (90).....270 Drama		1-27-51	+	±	±	±	±	±	±	±	8+1-
1 Skipalong Rosenbloom (73).....213 Western		5-26-51	+	±	±	±	±	±	±	±	4+3-
2 Scarf, The (93).....644 Drama		3-31-51	±	±	±	±	±	±	±	±	9+3-
3 Queen for a Day (107).....645 Drama		3-24-51	±	±	±	±	±	±	±	±	8+2-
4 Bodman's Gold (56).....262 Western		5-26-51	±	±	±	±	±	±	±	±	1+2-
5 Oliver Twist (105).....216 Drama		4-28-51	±	±	±	±	±	±	±	±	6+1-
6 When I Grow Up (90).....215 Drama		3-24-51	±	±	±	±	±	±	±	±	7+1-
7 Men From Planet X (72).....647 Fantasy		3-10-51	±	±	±	±	±	±	±	±	5+3-
8 Long Dark Hall, The (87).....214 Drama			±	±	±	±	±	±	±	±	6+3-
1 Try and Get Me (92).....643 Drama		12- 9-50	+	±	±	±	±	±	±	±	9+1-
2 First Legion, The (86).....648 Drama		4- 28-51	±	±	±	±	±	±	±	±	7+1-
3 Odette (100).....652 Drama		1-13-51	±	±	±	±	±	±	±	±	8+1-
4 New Mexico (84).....649 Drama		5-12-51	±	±	±	±	±	±	±	±	8+3-
5 Prowler, The (92).....650 Drama		5- 5-51	±	±	±	±	±	±	±	±	6+5-
1 Feiela (96).....651 Drama		5-12-51	±	±	±	±	±	±	±	±	6+3-
2 Men With My Face, The (75).....Mys-Dr		6- 2-51	±	±	±	±	±	±	±	±	5+2-
3 Three Steps North (85).....Drama		6-23-51	±	±	±	±	±	±	±	±	6+3-
4 St. Benny, the Dip (80).....Comedy			±	±	±	±	±	±	±	±	3+2-
5 Two Guys and a Gal (..).....654 Comedy			-	±	±	±	±	±	±	±	2+3-
6 Hoodlum, The (61).....653 Drama		6-16-51	+	-	±	±	±	±	±	±	4+2-
1 Cairo Road (..).....Drama			±	±	±	±	±	±	±	±	6+1-
2 He Ran All the Way (77).....646 Drama		6- 9-51	+	±	±	±	±	±	±	±	6+1-
3 Cyano de Bergerac (113).....Drama		11-18-50	±	±	±	±	±	±	±	±	14+1-
4 Pardon My French (81).....Comedy			±	±	±	±	±	±	±	±	3+2-

UNIV.-INT'L

Rel. No.	Type	Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Parents'	New York	Daily News	Summary
REVIEW DIGEST											
1 Saddle Tramp (76).....928 Superwest		9- 2-50	±	±	±	±	±	±	±	±	9+3-
2 Shakedown (80).....929 M'drama		8-26-50	±	±	±	±	±	±	±	±	7+4-
3 Sleeping City, The (85).....930 Mys-Dr		9- 9-50	+	±	±	±	±	±	±	±	7+1-
4 Hamlet (142).....101 Drama		7-10-50	±	±	±	±	±	±	±	±	14+1-
5 Wyoming Mail (87).....931 Supwest		10- 7-50	+	±	±	±	±	±	±	±	7+2-
6 Woman on the Run (77).....932 Drama		10- 7-50	+	±	±	±	±	±	±	±	8+2-
1 Kansas Raiders (80).....104 Western		11-18-50	±	±	±	±	±	±	±	±	8+5-
2 Milkman, The (87).....102 Comedy		10-14-50	+	±	±	±	±	±	±	±	7+1-
3 Deported (88).....103 Drama		10-28-50	+	±	±	±	±	±	±	±	6+3-
4 Undercover Girl (83).....105 Drama		11-11-50	-	±	±	±	±	±	±	±	6+4-
5 Mystery Submarine (78).....106 Drama		12- 9-50	±	±	±	±	±	±	±	±	8+5-
6 Prelude to Fame (78).....180 Mus-Dr		12- 9-50	+	±	±	±	±	±	±	±	5+1-
1 Frenchie (80).....108 West-Dr		12- 9-50	±	±	±	±	±	±	±	±	8+3-
2 Harvey (104).....107 Comedy		10-28-50	±	±	±	±	±	±	±	±	12+1-
3 Under the Gun (83).....109 Drama		12-23-50	+	±	±	±	±	±	±	±	7+4-
4 Tomahawk (82).....110 Superwest		1-13-51	+	±	±	±	±	±	±	±	7+1-
5 Target Unknown (90).....111 Drama		2- 3-51	+	±	±	±	±	±	±	±	7+2-
6 Operation Disaster (101).....113 Drama		1-20-51	+	±	±	±	±	±	±	±	7+2-
7 Bedtime for Bonzo (83).....112 Comedy		1-20-51	+	±	±	±	±	±	±	±	8+1-
1 Abbott & Costello Meet the Invisible Man (82).....116 Comedy		3-17-51	+	±	±	±	±	±	±	±	7+1-
2 Groom Wore Spurs, The (81).....114 Comedy		2-10-51	±	±	±	±	±	±	±	±	7+6-
3 Air Cadet (94).....115 Com-Dr		2-24-51	+	±	±	±	±	±	±	±	7+2-
4 Up Front (92).....118 War-Com		3- 3-51	+	±	±	±	±	±	±	±	9+1-
5 Double Crossbones (76).....119 Cm-Mus		12- 2-50	+	-	±	±	±	±	±	±	6+3-
6 Mo and Pa Kettle Back on the Farm (80).....117 Comedy		3-24-51	+	±	±	±	±	±	±	±	8+2-
1 Fat Man, The (77).....120 Mys-Dr		4- 7-51	±	±	±	±	±	±	±	±	7+5-
2 Katla Did It (81).....122 Comedy		4-14-51	±	±	±	±	±	±	±	±	6+4-
3 Smuggler's Island (75).....121 Drama		4-21-51	+	±	±	±	±	±	±	±	7+5-
4 Apache Drums (75).....123 Western		5-28-51	±	±	±	±	±	±	±	±	7+2-
5 Hollywood Story (77).....124 Mys-Dr		5-19-51	+	±	±	±	±	±	±	±	7+2-
1 Francis Goes to the Races (88).....125 Comedy		5-26-51	+	±	±	±	±	±	±	±	9+1-
2 Prince Who Was a Thief (88).....126 Rom-Dr		6- 2-51	+	±	±	±	±	±	±	±	7+1-
3 Comin' Round the Mountain (77).....127 Comedy		6-23-51	+	±	±	±	±	±	±	±	3+2-

FEATURE CHART

			REVIEW DIGEST											
	Ref. No.	Type	Reviewed	Boxoffice	Harrison's	Reports	Variety	Film Daily	Hollywood	Reporter	Parents'	New York	Daily News	Summary
WARNER BROS.														
2	Tea for Two (98).....001 Musical	Doris Day, Gordon MacRae, Eve Arden	8-19-50	±	+	+	±	+	+	+	±	±	8+2-	
16	Pretty Baby (92).....004 Comedy	Dennis Morgan, Betsy Drake, Zachary Scott	7-29-50	±	±	+	+	±	+	+	+	7+3-		
28	Breaking Point, The (97).....005 Drama	Patricia Neal, John Garfield, Juano Hernandez	9- 9-50	+	±	±	±	±	±	+		8+2-		
14	Three Secrets (98).....006 M'drama	Ruth Roman, Eleanor Parker, Patricia Neal	9- 2-50	+	+	+	+	±	+	+	+	8+		
29	Glass Menagerie, The (107)....007 Drama	Jane Wyman, Kirk Douglas, Gertrude Lawrence	9-23-50	+	+	±	±	±	±	±	±	12+		
11	Rocky Mountain (83).....008 Sup'west	Errol Flynn, Patrice Wymore	10- 7-50	+	±	+	+	+	+	+	±	8+1-		
23	West Point Story, The (107)...009 Drama	James Cagney, Virginia Mayo, Doris Day	11-18-50	±	±	+	±	±	±	±	±	11+1-		
9	Breakthrough (91).....010 Drama	David Brian, John Agar, Frank Lovejoy	11- 4-50	±	+	+	±	±	±	±	±	11+1-		
38	Dallas (94).....011 Sup'west	Gary Cooper, Ruth Roman	11-25-50	+	±	+	±	±	±	+	+	9+1-		
13	Highway 301 (83).....012 Drama	Steve Cochran, Virginia Grey, Gaby Andre	12- 2-50	±	±	+	+	+	+	+	+	7+3-		
21	Operation Pacific (111).....013 Drama	John Wayne, Patricia Neal, Ward Bond	1-13-51	+	±	+	±	±	±	±	±	8+1-		
18	Storm Warning (91).....014 Drama	Ginger Rogers, Ronald Reagan, Doris Day	12-16-50	+	±	±	±	±	±	±	±	9+		
24	Enforcer, The (88).....015 Drama	Humphrey Bogart, Zero Mostel, Ted de Corsia	1-27-51	+	+	±	±	±	±	±	±	9+1-		
3	Sugarfoot (80).....016 West-Dr	Randolph Scott, Adele Jergens, Raymond Massey	2- 3-51	±	-	±	±	±	-	±	±	5+6-		
15	Lightning Strikes Twice (91)....019 Drama	Ruth Roman, Richard Todd, Mercedes McCambridge	2-10-51	±	±	+	+	+	+	±	±	7+3-		
25	Lullaby of Broadway (91)....020 Musical	Doris Day, Gene Nelson, S. Z. Sakall	3-17-51	+	±	±	±	±	±	±	±	8+1-		
7	Raton Pass (84).....021 Western	Dennis Morgan, Patricia Neal, Steve Cochran	3- 3-51	±	±	±	±	±	±	±	±	8+5-		
27	Only the Valiant (105).....022 Hist-West	Gregory Peck, Barbara Payton, Ward Bond	3-10-51	±	±	±	±	±	±	+	+	11+1-		
5	I Was a Communist for the FBI (84).....023 Drama	Frank Lovejoy, Dorothy Hart	4-21-51	+	+	±	±	±	±	+	±	11+		
12	Goodbye, My Fancy (107)....024 Comedy	Joan Crawford, Robert Young, Frank Lovejoy	4-14-51	±	±	+	±	±	±	+	+	8+2-		
2	Along the Great Divide (88)....025 West-Dr	Kirk Douglas, Virginia Mayo	5- 5-51	±	±	±	±	±	±	±	±	9+4-		
10	Inside Walls of Folsom Prison (87).....026 Drama	Steve Cochran, David Brian	5-19-51	±	±	+	+	+	±	±	±	7+4-		
22	Strangers on a Train (101)....027 Drama	Farley Granger, Ruth Roman	6-16-51	±	+			±	±			7+		
14	Fort Worth (80).....028 Sup-West	Randolph Scott, David Brian	5-19-51	+	±	±	±	±	±	±	±	7+4-		
26	On Moonlight Bay (...).....029 Musical	Doris Day, Gordon MacRae												

SHORTS REVIEWS

Air Hostess

Columbia (Color Favorite) 8 Mins.

Good. A dilapidated plane uses its wings as well as its propeller to take off, but it crashes soon after. This is a pleasing reissue with good animation that doesn't tire the eyes.

Candid Microphone

Columbia (Series 3, No. 5) 11 Mins.

Fair. The candid shots of a tailor trying to fit a monkey with a dress suit and of two women calling for photos in a shop are not too amusing, due to Allen Funt's exaggerated, aggressive attitude. The self-conscious grimaces on the faces of the supposedly unaware non-professionals give the impression that it wasn't all ad libbed.

Family Circle

Columbia (Jolly Frolics) 7 Mins.

Very good. United Productions of America, producers of "Gerald McBoing Boing" has come up with another exceptional Technicolor short. This one is a psychological study of a little girl who is jealous of her father's affection for her baby brother. Father finally understands why she misbehaves and all ends well. The child's frame of mind is very effectively illustrated through the use of child-like drawings.

Future Major Leaguers

Columbia (World of Sports) 11 Mins.

Good. How the training base of the Giants' minor league system is run is told in this short that will be of great interest to teenage boys who have decided on baseball as their careers. The trainees are seen getting lessons in pitching, catching, sliding and bunting under the supervision of Carl Hubbell and other veterans of the game.

Hollywood Awards

Columbia (Ser'n Snapshot) 10 Mins.

Good. Some well known members of the industry are shown receiving prizes and chatting informally at the annual Photoplay magazine gold medal awards dinner. Producer Ralph Staub greets Herbert J. Yates, president of Republic, Director Robert Rossen, Loretta Young, Braderick Crawford, Gregory Peck, John Wayne, Jean Hersholt, Farley Granger and Ronald Reagan.

R'Coon Dawg

RKO (Disney Cartoon) 7 Mins.

Good. Pluto goes hunting with Mickey Mouse and gets on the scent of a raccoon that drags a horse shoe, fish and frog across its trail. Pluto is flabbergasted by the combination of odors and gives up. Visualization of the scent is very clever.

Florida Cowhands

RKO (Screenliner) 9 Mins.

Good. The general belief that Florida is a land dotted with spas and keys and not much else is given an interesting jolt by this short that introduces Florida, the cattle country, where livestock is fed on waste citrus products and thrives on them. This short should boost the average program.

Ted Williams

RKO (Sportscope) 8 Mins.

Fair. Baseball fans may be inter-

ested in the doings of Ted Williams, Boston Red Sox outfielder, but the general audience is not likely to go for a short dedicated entirely to him. Shots of Ted Williams batting, fishing and sitting in his business office are included.

Test Pilot Donald

RKO (Disney Cartoon) 7 Mins.

Good. Donald Duck is quietly armchair-flying a model jet plane when an inquisitive chipmunk takes an interest in what's going on. He manages to steal the plane and fly around in it despite Duck's attempts to get it back with a fishing rod.

Lucky Number

RKO (Disney Cartoon) 7 Mins.

Good. The terrible-tempered Donald Duck, who runs a filling station, wins an automobile but doesn't know it. When his nephews bring it to him, he is convinced it's just a gag and promptly smashes it up before he finds out it was his.

Tomorrow We Diet

RKO (Disney Cartoon) 7 Mins.

Good. Goofy indulges in fattening foods until his reflection in the mirror warns him against the danger of being overweight. Goofy resists temptation and locks up his icebox but during the night he sleep-walks to it and finds it empty. His reflection has eaten up every bit of food.

Let's Go Marlin Fishing

20th-Fox (Sports) 10 Mins.

Fair. Nicely photographed but more interesting to sports lovers than to general audiences. Ed Thorgeren sets out in a trim fishing cruiser from the Bahamas to battle marlin. The first strike is a young white marlin, but the capture of the second, a huge blue marlin, requires skill and endurance. Finally the giant fish is brought in and weighed at 449 pounds.

Moroccan Outpost

20th-Fox (March of Time) 17 Mins.

Very good. The political turmoil of French Morocco and its importance in the defense of western Europe and the Atlantic Pact area, and consequently to the U.S., are effectively illustrated. The audience is given a chance to form its own opinion on the subject of independence to French Morocco in this varied, fast-paced short. This should appeal to all mature audiences regardless of where it is played.

Hilly Billy

Univ.-Int'l (Cartoon Melody) 10 Mins.

Good. Three old favorites, "Trail of the Lonesome Pine," "Comin' Round the Mountain," and "For He's a Jolly Good Fellow," should get response from audience when it's called on to join in and sing. Background cartoons amusingly illustrate the vocalizing.

Jungle Jive

Univ.-Int'l (Tech. Cartoon) 7 Mins.

Good. A crate of musical instruments is washed on the shore of the Sandwich Islands and gives the natives a chance to improvise a band and give with some fast and furious music. Jam session fans should go for the hep piano playing by a crab and a huge native.

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. Date is national release. Symbol is rating from BOXOFFICE review. † Very Good. + Good. ± Fair. - Poor. = Very Poor. © Indicates color photography.

Columbia

Prod. No. Title Rel. Date Rating

Assorted Comedies

3423 Innocently Guilty (16) 12-21 ±
3413 He Flew the Shrew (16 1/2) 1-11
3414 Wedding Yells (16) 2-8 ±
3424 Wine, Women and Song (15 1/2) 2-22 ±
3415 Blonde Atom Bomb (17) 3-8
3425 The Awful Sleuth (16) 4-19
3416 Fun on the Run (16) 5-10
3426 Woo Woo Blues (16) 7-11

Candid Microphone

(One-Reel Specials)
3552 Subject No. 2 (10) 12-14 ±
3553 Subject No. 3 (10 1/2) 2-15
3554 Subject No. 4 (11) 4-12
3555 Subject No. 5 (10 1/2) 6-14 ±

Cavalcade of Broadway

3652 The China Doll (11) 12-18
3653 Havana Madrid (10) 3-29 ±
3654 New York After Midnight (..) 6-28

Color Favorites

(Technicolor Reissues)
3604 The Foolish Bunny (8) 12-7 †
3605 Midnight Frolics (7 1/2) 1-11
3606 The Carpenters (8) 2-8 ±
3607 Poor Little Butterfly (8) 3-15
3608 Jitterbug Knights (7 1/2) 4-15
3609 Birds in Love (8) 5-17 ±
3610 Air Hostess (8) 5-17 ±
3611 The Egg Hunt (..) 7-28

Comedy Favorites

(Reissues)
3433 Taming of the Snood (16) 12-14 ±
3434 Champ's a Champ (19) 2-15
3435 General Nutsance (18) 4-12 ±
3436 Phony Cronies (18) 4-14 ±

Jolly Frolics

(Technicolor)
3502 Gerald McBoing Boing (7) 1-25 †
3503 Family Circus (7) 6-28 †

Mr. Magoo

(Technicolor)
3702 Bungled Bungalow (6 1/2) 12-28 ±
3703 Barefaced Flatfoot (7) 4-25 ±

Music to Remember

3751 Berodlin's Prince Igor and Palovetsian Dances (9 1/2) ...
3752 Tchaikovsky's Nutcracker Suite (9 1/2) ...
3753 Tchaikovsky's Piano Concerto in B-Flat Minor (10) ...
3754 Grieg's Peer Gynt Suite (9 1/2) ...
3755 Tchaikovsky's 1812 Overture (11) ...
3756 Tchaikovsky's Swan Lake Ballet (10) ...

Screen Snapshots

3854 Heart Throbs of Yesterday (10) 12-14 ±
3855 Reno's Silver Spurs Award (9) 1-25 ±
3856 Jimmy McHugh's Song Party (10 1/2) 3-22 ±
3857 Hollywood Memories (9) 4-19
3858 Hollywood Awards (9 1/2) 5-17 ±
3859 Hollywood Pie Throwers (9 1/2) 6-21

Stooge Comedies

3404 A Snitch in Time (16 1/2) 12-7 ±
3405 Three Arabian Nuts (16) 1-4 ±
3406 Baby Sitter's Jitters (16) 3-1 ±
3407 Don't Throw That Knife (16) 5-3 ±
3408 Scrambled Brains (..) 7-7

Two-Reel Specials

3440 A Day With the FBI (19) 7-21

Variety Favorites

3953 Milt Britton and Band (11) 12-21
3954 Brokers Follies (11) 2-22 ±

World of Sports

3904 Champion Jumpers (10) 12-28
3905 Army's All-American (10) 2-22 ±
3906 Quebec Sports Holiday (10) 3-29 ±
3907 Mr. Tennis (9) 4-26 ±
3908 Three Strikes You're Out! (..) 5-31
3909 Sunshine Sports (..) 6-28

Serials

3140 Overland With Kit Carson 2-15 ±
15 Chapters (reissue)
3160 Rear of the Iron Horse.. 5-31 ±
15 Chapters

Metro-Goldwyn-Mayer

Cartoons

(Technicolor)
W-234 The Cheese Champ (7) 11-4
W-235 The Peachy Cobbler (7) 12-9
W-236 Fresh Laid Plans (9) 1-27
W-239 Cock-a-Dooley Dog (7) 2-10
W-241 Daredevil Droopy (6) 3-31
W-243 Doodles' Good Deed (7) 5-5
W-245 Symphony in Slang (7) 6-16 ±

Gold Medal Reprints

(Technicolor)
W-261 Zoot Cat (7) 10-7 ±
W-262 Early Bird Dood It (9) 12-2
W-263 Million Dollar Cat (7) 2-24 ±

People on Parade

W-264 The Shooting of Dan McGoo (8) 4-14 ±
W-265 Gallop'n' Gals (7) 6-2 ±
P-211 Egypt Speaks (8) 1-6 ±
P-212 Voices of Venice (8) 2-3 ±
P-213 Springtime in Netherlands (9) 4-21 ±
P-214 Land of Zolder Zee (9) 4-28 ±
P-215 Word for the Greeks (8) 5-12

Pete Smith Specialties

S-253 Table Toppers (8) 10-21 ±
S-254 Curious Contests (8) 11-11 ±
S-255 Wanted: One Egg (9) 12-16 ±
S-256 Sky Skiers (8) 2-17 †
S-257 Fidin' Fool (8) 3-24 ±
S-258 Camera Sleuth (10) 4-28 ±

Tom & Jerry Cartoons

(Technicolor)
W-233 The Framed Cat (7) 10-21 ±
W-235 Cueball Cat (7) 11-25 ±
W-237 Casanova Cat (7) 1-6 ±
W-240 Jerry and the Goldfish (7) 3-3 ±
W-242 Jerry's Cousin (7) 4-7 ±
W-244 Sleepy-Time Tom (7) 5-26 ±

Paramount

Casper Cartoons

B10-2 Once Upon a Rhyme (8) 12-15 ±
B10-3 Boo Hoo Baby (7) 3-9 †
B10-4 To Boo or Not to Boo (7) 6-8
B10-5 Boo Scout (..) 7-27
B10-6 Casper Comes to Clown (..) 8-10

Champions

(Reissues)
Z10-3 Popeye a la Mode (7) 11-3
Z10-4 Shape Ahooy (6) 11-17

Granland Rice Spotlights

R10-2 Outboard Shenanigans (10) 11-10 ±
R10-3 Glacier Fishing (10) 10-6 ±
R10-4 Targets on Parade (10) 11-24 ±
R10-5 Dabbin Steps Out (10) 12-8 ±
R10-6 Ten Flight Tumblers (10) 1-12 ±
R10-7 Isle of Sport (10) 2-16 ±
R10-8 Big Little Leaguers (9) 3-16 ±
R10-9 Jumping Off Place (10) 5-11 ±
R10-10 Close Decisions (10) 5-25 ±
R10-11 City of Ball Tossers (10) 6-22
R10-12 Follow the Game Trails (..) 7-20

Musical Parade

(Reissues)
FF10-4 You Hit the Spot (18) 10-6
FF10-5 Bombardier (19) 10-6
FF10-6 Halfway to Heaven (19) 10-6

Novelloons

(Technicolor)
P10-2 Mice Meeting You (7) 11-10 ±
P10-3 Sock-a-Bye Kitty (7) 12-22 ±
P10-4 One-Quack Mind (7) 1-12 ±
P10-5 Mice Paradise (7) 3-9 ±
P10-6 Hold the Lion, Please (7) 4-13 ±
P10-7 Land of Lost Watches (9) 5-4 ±
P10-8 As the Crow Lies (6) 6-1 ±
P10-9 Slip Us Some Ruskies (7) 7-6
P10-10 Party Smarty (..) 8-3

Pacemakers

K10-3 Country Cop (10) 12-8 †
K10-4 Music Circus (11) 2-2 ±
K10-5 Kids and Pets (11) 3-23 ±
K10-6 The Littlest Expert (10) 4-14 ±

Popeye Cartoons

(Technicolor)
E10-1 Quick on the Vigor (7) 10-6 ±
E10-2 Riot in Rhythm (7) 11-10 ±
E10-3 Farmer and Belle (7) 12-1 ±
E10-4 Vacation With Play (7) 1-26 ±
E10-5 Thrill for Fair (7) 4-6 ±
E10-6 Alpine for You (7) 5-18 ±
E10-7 Double Cross Country Race (7) 6-15
E10-8 Pilgrim Popeye (..) 7-13

Screen Songs

(Color)
X10-1 Fiesta Time (7) 11-17
X10-2 Fresh Yegs (7) 11-17 ±
X10-3 Sweet Music (7) 2-9
X10-4 Drizzly Mississippi (7) 3-23
X10-5 Minors Forty Niners (7) 5-11 ±
X10-6 Sing Again of Michigan (7) 6-29

Specials

T10-1 The New Pioneers (20) 9-1 †
The Movies and You
T10-2 The Cinematographer (10) 1-15 †

RKO Radio

Clark & McCullough

(Reissues)
13,603 Alibi Bye Bye (21) 11-17 ±
13,604 Jitters, the Butler (20) 12-29

Comedy Specials

13,402 Night Club Daze (16) 11-24 ±
13,403 Newlyweds' Boarder (15) 1-19 ±
13,404 Tin Horn Troubadours (16) 3-16 ±
13,405 Newlyweds' Easy Payments (15) 5-11
13,406 From Rogues to Riches (15) 7-6

Disney Cartoons

(Technicolor)
14,106 Out on a Limb (7) 12-15 ±
14,702 Donald's Golf Game (8) (reissue) 12-29
14,107 Lion Down (7) 1-5 ±
14,108 Chicken in the Rough (7) 1-19 †
14,109 Cold Storage (7) 2-9 ±
14,703 Merbabies (9) 2-23 (reissue)
14,110 Dude Duck (7) 3-2 ±
14,111 Home Made Home (7) 3-23 ±
14,112 Corn Chips (7) 4-6 †
14,704 The Practical Pig (8) (reissue) 4-20
14,113 Cold War (7) 4-21 ±
14,114 Pluto (7) 5-18 ±
14,115 Test Pilot Donald (7) 6-8 ±
14,116 Tomorrow We Diet (7) 6-29 ±
14,705 Polar Trappers (8) (reissue) 7-6
14,117 A Lucky Number (7) 7-10 ±
14,118 R'Coon Dawg (7) 8-20 ±
14,706 Old Mill (9) (reissue) 8-24

Leon Errol Comedies

13,702 Spooky Wooley (15) 12-1 ±
13,703 Chinatown Chump (16) 1-26 ±
13,704 Punchy Pancho (16) 3-30
13,705 One Wild Night (17) 5-25 ±

My Pal Series

13,202 Pal's Gallant Journey (21) 2-16 ±

Pathe Sportsopes

14,303 Diving Dynasty (8) 11-17
14,304 Connie Mack (8) 12-15 †
14,305 Canadian Snow Fun (8) 1-12 ±
14,306 Big House Rodeo (8) 2-9 ±
14,307 The Big Shoot (8) 3-9 ±
14,308 Slammin' Sammy Snead (9) 4-6 ±
14,309 First Lady of the Turf (8) 5-4 ±
14,310 Ted Williams (8) 6-1 ±

Screenliners

14,204 Package of Rhythm (10) 12-1 ±
14,205 Research Ranch (8) 12-29 ±
14,206 Movie Oldies (9) 1-26 ±
14,207 Lifeguard (8) 2-23 ±
14,208 Flying Padre (9) 3-23 ±
14,209 Your Fate Is In Your Hands (8) 4-20 ±
14,210 Florida Cowhands (9) 5-18 ±

Specials

13,901 Football Headliners of 1950 (17) 12-8 ±

This Is America

13,103 Whereabouts Unknown (15) 11-10 ±
13,104 Letter to a Rebel (16) 12-8 †
13,105 Airline to Anywhere (16) 1-5 ±
13,106 Lone Star Roundup (15) 2-2 ±
13,107 Cruise Ship (16) 3-2 ±
13,108 Day of the Fight (16) 3-30 ±
13,109 MacArthur Story (17) 4-27 ±
13,110 They Fly With the Fleet (..) 6-22

20th Century-Fox

March of Time

Vol. 16, No. 7 Schools March On (18) 11-22
Vol. 16, No. 8 Title-New Ally! (17 1/2) 12-22

1951 SEASON

Vol. 17, No. 1 Strategy for Victory (17) 2-2 †
Vol. 17, No. 2 Flight Plan for Freedom (18 1/2) 3-16
Vol. 17, No. 3 The Nation's Mental Health (19) 4-27 ±

Sports

3009 Circus on the Campus (10) Oct. ±
3010 Tee Girls (10) Nov. ±
3101 Arrow Artistry (10) Jan. ±
3102 Let's Go Martin Fishin' (10) Mar. ±

Special-3 Reels

7101 Why Korea? (30) Jan. ±

Terrytoons

(Technicolor)
5017 Mighty Mouse in Beauty on the Beach (7) Oct. ±
5018 Gandy Goose in Wide Open Spaces (7) Nov. ±
5019 Dingbat in Sour Grapes (7) Dec. ±
4020 Mighty Mouse in Mother Goose's Birthday Party (7) Dec. ±

1951 SEASON

5101 The Talking Magpies in Rival Romeos (7) Jan.
5102 Nutsy in Squirrel Crazy (17) Jan. ±

The Lucky Duck (7)

(reissue) Jan.
5103 Little Roquefort in Three Is a Crowd (7) Feb. ±
5104 Woodman Spare That Tree (7) Feb. ±
5128 The Bird Tower (7) (reissue) Feb.
5105 Half Pint in Stage Struck (7) Mar. ±
5106 Mighty Mouse in Sunny Italy (7) Mar. ±
5107 Gandy Goose in Songs of Erin (7) Mar. ±
5129 Shipyard Symphony (7) (reissue) Apr.
5108 Bulldozing the Bull (7) Apr. ±
5109 Gandy Goose in Spring Fever (7) Apr. ±
5110 Goons From the Moon (7) May
5111 Musical Madness (7) May
5130 Temperamental Lion (7) May
5112 Elephant Mouse (7) June
5113 The Rainmakers (7) June
5114 Injun Trouble (7) June
5115 Seasick Sailors (7) July

Universal-International

Cartoon Melodies

6381 Brother John (9) 11-20 ±
6382 Peggy, Peg and Polly (8) 1-22 ±
6383 Lower the Boom (10) 3-19 ±
6384 Bubbles of Song (10) 5-7 ±
6385 Readin', Writin' and 'Rithmatic (10) 5-28

Name Band Musicals

6301 The Harmonicats & Miguelito Valdes Orch. (15) 11-8 ±
6302 Jerry Gray and the Band of Today (15) 12-20 ±
6303 Sugar Chile Robinson, Count Basie and His Sextet (15) 1-13 ±
6304 Frankie Carle & Orch. (15) 1-31 ±

6305 Ray Anthony & His Orchestra (15)

6306 Tex Williams Western Varieties (15) 3-28 ±
6307 Frank DeVol and His Orch. (15) 5-2 ±
6308 Eddie Peabody & Sonny Burke's Orch. (15) 5-23 ±
6309 Sportsmen and Ziggy Elman's Orch. (15) 6-13 ±
6310 Teresa Brewer and Fireman Five Plus Two (15) 6-27

Specials

6201 Fun at the Zoo (18) 11-8

Technicolor Cartunes

(Reissues)
6321 Life Begins for Andy Panda (7) 11-6 ±
6322 Three Lazy Mice (7) 12-4 ±
6323 Chew Chew Baby (7) 12-25 ±
6324 Dippy Diplomat (7) 1-15 ±
6325 Adventures of Tom Thumb (7) 2-12 ±
6326 Woody Dines Out (7) 3-19 ±
6327 Andy Panda Goes Fishing (7) 4-23 ±
6328 Springtime Serenade (7) 5-14 ±
6329 Jungle Jive (7) 6-18 ±
6330 Who's Cookin' Who? (7) 7-16

Variety Views

6341 Battle of the Bulge (9) 1-22 ±
6342 Brooklyn Goes to Beantown (9) 2-19 ±
6343 Springboard to Fame (9) 3-5 ±
6344 Hickory Holiday (9) 4-30 ±
6345 Flamy Business (9) 5-21 ±
6346 Clubby Cub (9) 6-18 ±

Woody Woodpecker Cartunes

(Technicolor)
6351 Puny Express (7) 1-22 ±
6352 Sleep Happy (7) 3-26 ±
6353 Wicket Wackey (7) 5-28 ±

Warner Bros.

Blue Ribbon Hit Parade

(Technicolor Reissues)
7304 Unbearable Bear (7) 12-9 ±
7305 Duck Soup to Nuts (7) 1-6
7306 Flowers for Madame (7) 2-3
7804 Childhood Days (10) 2-10
7307 Life With Feathers (7) 3-3
7308 Peck Up Your Troubles (7) 3-24 ±
7805 In Old New York (9) 4-28
7309 Ode-Able Kitty (7) 4-21
7310 Book Revue (7) 5-19
7311 Stagefright (7) 6-23

Bugs Bunny Specials

(Technicolor)
7720 Hare We Go (7) 1-6 ±
7721 Rabbit Every Monday (7) 2-10
7722 Bunny Hugged (7) 3-10 ±
7723 Fair-Haired Hare (7) 4-14 ±
7724 Rabbit Fire (7) 5-19
7725 French Rarebit (7) 6-30

Featurettes

7103 Ace of Clubs (20) 1-27
7104 Roaring Guns (19) (reissue) 3-31
7105 Hunting the Hard Way (..) 5-26

Hit Parade of Gay Nineties

7802 Old Family Album (10) 12-16 ±
7806 Musical Memories (9) 6-30

Joe McDoakes Comedies

7402 So You're Going to Have an Operation (10) 12-2 -
7403 So You Want to Be a Handyman (10) 1-13 ±
7404 So You Want to Be a Cowboy (10) 4-14 ±
7405 So You Want to Be a Paperhanger (10) 6-2

Merrile Melodies

(Color)
7706 A Fox in a Fix (7) 1-20 ±
7707 Canned Feud (7) 2-3
7708 Pully Tat Trouble (7) 2-24 †
7709 Corn Plastered (7) 3-3 ±
7710 Scent-Imental Romeo (7) 3-24 †
7711 A Bone for a Bone (7) 4-7 ±
7712 Hound for Trouble (7) 4-28 ±
7713 Early to Bet (7) 5-12 †
7714 Room and Bird (7) 6-2
7715 Chow Hound (7) 6-16

Sports Parade

(Technicolor)
7504 Ski in the Sky (10) 1-13 ±
7505 Will to Win (10) 2-24 ±
7506 Rocky Eden (10) 4-7 ±
7507 Hawaiian Sports (10) 5-12 ±
7508 Birds and Beasts Were There (10) 6-16

Technicolor Specials

7003 Wanderers' Return (10) 12-23 ±
7004 My Country 'Tis of Thee (20) 2-17 ±
7005 Neighbor Next Door (20) 3-17 †
7006 Stranger in the Lighthouse (20) 5-5 †
7007 Sons of the Plains (..) 6-9

Vitaphone Novelties

7603 Blaze Busters (10) 12-30 †
7604 Animal Antics (10) 1-20 ±
7605 Horse-Hide Heroes (10) 3-10 ±
7606 Anything for Laughs (10) 4-21 ±
7607 World of Kids (10) 6-23

Miscellaneous

Monogram

Little Rascals

(Reissues)
4968 First Roundup (17 1/2) 7-8
4969 A Lad and a Lamp (17) 7-22
4985 Bored on Education (10) 8-1
4970 Readin' and Writin' (20) 8-5
4971 Big Ears (20) 8-19
4972 Wild Poses (18) 9-2

Public Relations

4 The Art Director (8) 20th-Fox 11-1
5 The Sound Man (10) Col. 1-19 †
6 History Brought to Life (10) Para. 3-15
7 Screen Actors (9) MGM. 5-13 ±
8 Moments in Music (10) RKO 7-13 ±
9 Costume Designer (9) RGM 9-13
10 Screen Writer (9 1/2) 20th-Fox

Republic

Serials

5081 Desperadoes of the West 12-23
12 Chapters
5082 Flying Disc Man From Mars 3-17
12 Chapters
508

RATES: 15c per word, minimum \$1.50, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to
Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

CLEARING HOUSE

HELP WANTED

Wanted: Theatre manager for Illinois location. Applicants interested in training under GI bill also acceptable. Give experience, salary expected, marital status and photo first letter. Boxoffice, 4298.

Wanted: For permanent position, capable theatre manager, age 25 to 40. Must have thorough knowledge of business and be willing worker. Columbia Amusement Co., Box 510, Paducah, Ky.

Wanted drive-in manager for 650-car independent southern drive-in with 12-month operation. Good opportunity for the right man. Must have experience in drive-in management, prefer man who has chain experience. If interested, air mail your qualifications: picture, age, references, family status, theatre experience, salary expected, etc., to Boxoffice, 4317.

Non-drinking operator, if married, use wife in popcorn booth, 6 nights, Saturday matinee, no Sundays. Small town, chance for advancement. Write qualifications, reference, joint salary expected, first letter. P. O. Box 336, Elton, Ky.

POSITIONS WANTED

Wanted: Position as manager of class A theatre. Just completed 25 years with major circuit. Age 44, good health, do not drink, unencumbered, have good car. Also experienced as traveling auditor and trouble shooter. Want 6-day week, salary commensurate with local living conditions and type of operation. Prefer Atlantic or Pacific coast cities but will go anywhere if good proposition. References last employers: Karl Hobbeltzelle or R. J. O'Donnell, Interstate Circuit, Inc., Majestic Theatre Bldg., Dallas, Tex. Am presently vacationing. Write, wire or call Mercer W. Colman, 4411 Ave. N², Galveston, Tex. Phone 5-8204.

Projectionist, 14 years experience, available now. References furnished. Veteran World War II. James M. Kelley, Bonny Blue, Va.

Projectionist, 25 years experience. Now available. Arthur Blair, General Delivery, Oklahoma City, Okla.

MISCELLANEOUS

New automobiles; liberal discounts to showmen from a showman. Any Chrysler-built car, starting as low as \$1,450. Write or call collect, Jerry Stout, Nocona, Tex. Day: At Stout-Chapman Motors. Night: At Ritz Theatre.

850 American outdoor-stadium chairs, only one year old. Buy any quantity. Write for photo and price. Chicago Used Chair Mart, 829 S. State St., Chicago.

DRIVE-IN THEATRE EQUIPMENT

Popcorn machines, half price. Wiener, Hamburger, Sno-Cone, Peanut Roasters, Bun Warmers. Poppers Supply, 179 Luckie, Atlanta, Ga.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

S.O.S. is drive-in headquarters. Here's why: Standard and Super Simplex, DeVry, Superior, Holmes, Weber available for 200 to 1,000 cars from \$1,595. Easy payment plan. Screen paint, \$6.50 gal.; amplifiers, all sizes, \$295 up; marquee letters, 35c up. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Underground electric cable, mfd. U. S. Rubber Co. U. S. approved, 14-2 stranded Duplex Neoprene, \$68 per M; 12 solid single Neoprene, \$45 per M. Immediate delivery. F.O.B., Covington, Ky. Sample on request. Southern Electric Supply, 117 E. 11th St., Covington, Ky.

STUDIO AND PRODUCTION EQUIPMENT

Movio-a 35mm composite sound, \$695; Bell & Howell 35mm step printer, \$995; Bridgmatte negative-positive developing machine, \$3,000 value, \$1,695; Hallen synchronous magnetic recorder, late type, \$1,295; 5,000W Sunspots on stands, \$77.50; Maurer camera with magazines, 2 motors, less dissolve, \$2,950; Maurer BM 16mm recorder, 4 posmixer, noise reduction, power supply, etc., \$4,000 value, \$2,495; new 35mm continuous sound and picture printers, \$995. Sensational: New Bridgmatte Jr. 16mm developing machines (plus tax), \$1,000; Duppe reduction printer, 35/16mm sound w-set generator, \$7,500 value, \$2,995. We pay cash for used equipment. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

GENERAL EQUIPMENT—NEW

Play up your attractions with tempered Masonite marquee letters, all sizes and colors: 4"—35c, 8"—50c, 10"—60c, 12"—85c, 14"—\$1.25, 16"—\$1.50. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Improve your theatre at low cost. Automatic curtain controls, special \$69.50; curtain track, \$2.19 ft.; stage settings, \$27.50; Jensen heavy duty 12" PM speakers, \$18.95; rectifier bulbs, 15 amp., \$4.59, 6 amp., \$2.95; coated lenses, \$100 pair. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

GENERAL EQUIPMENT—USED

Washed air systems, complete. Sizes 101 through 108. Perfect condition; ready for installation. Malco Theatres, Inc., Purchasing Dept., P. O. Box 2853, Memphis, Tenn.

For sale: One factory rebuilt Vallen No. 40 Curtin Control, \$77.50 FOB Cleveland. National Theatre Supply Co., 2128 Payne Ave., Cleveland, Ohio.

High intensity generators at low prices: 50/100 amp. 3-phase rebuilt like new, Roth actiodector, \$595; Hertzner transverter, \$625, including rheostats and control panel. Rebuilt Holmes dual 35mm outfit, \$605. Rebuilt Baby Strong arc, rectifiers, \$395 pair. Time deals invited. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

For Sale: Large air-blower, 5hp electric motor, hydraulic controls. Formerly used to cool 500-seat theatre. Reno Theatre, Appleton, Minn.

Wanted: Two late model Holmes machines, must be A-1. J. H. Ferris, Farmington, Iowa.

Exhibitor: If you need good used equipment to solve your projection and sound problems, contact C. S. Mitchell, 457 E. Southlawn, Birmingham, Mich. Phone MI 4-1973.

Two projectors, sound equipment, 160 chairs, popcorn machine and other complete equipment. Write P. O. Box 323, Grandview, Mo. Phone Kansas City, DWight 5672.

Carmelcorn equipment: Will sell complete or part of commercial equipment used in the manufacture of carmelcorn; 3 large commercial dry poppers: 1 hydro lift, complete with furnace and copper kettle; 1 cooling table and accessories. Merchandising Corp., 236 N. Water St., Milwaukee, Wis.

BUSINESS STIMULATORS

Dartaway: Two sensational new theatre games of skill. Dartaway Enterprises, Inc., Shawnee, Kas.

Bingo with more action, \$3.50 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Giveaway New 1951 car. No cost to theatre, towns 5,000 population or over. Merchant Advertising tieup. Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddy shows. Large variety, latest newstand editions. Comics Premium Co., 412B, Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1938.

Bingo die-cut cards, 75 or 100 numbers, \$3.50 per M. Premium Products, 339 W. 44th St., New York 18, N. Y.

THEATRES WANTED

Theatre, Nebraska, western Iowa, northern Kansas. No brokers. Over 400 seats. Town 1,800 population or over. Confidential. Experienced. L. J. Burkitt, Sparta, Wis.

Sell your theatre privately. 32nd year. Highest reputation, know-how, Arthur Leak, Theatre Specialist, 3305 Caruth, Dallas, Tex.

Desire theatre, about \$10,000. Town of 5,000-7,000. No competition. Ga., Ala., Tenn. Boxoffice, 4302.

Theatre wanted. Not over \$10,000, for my family operation. Boxoffice, 4301.

Want Arkansas county seat type town, realistically priced. Boxoffice, 4306.

West Texas theatre wanted: \$55,000 cash available down. Ready anytime. Boxoffice, 4307.

Small drive-in, southwest. Town over 6,000. Will investigate anything thoroughly. Describe first letter. Boxoffice, 4308.

Theatre wanted, North or South Carolina. Prefer medium size town, no competition, with good earning capacity. Boxoffice, 4318.

THEATRE SEATING

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Seat Covers: Seared combinations, all makes, all styles. Send your sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seal cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Upholstery Fabrics: All kinds. All colors. Send your sample for matching. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permatone anchor cement. Fensin Seating Co., Chicago 5.

No more torn seats: Repair with the original Patch-A-Seat. Complete kit, \$6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

THEATRE SEATING (Cont'd)

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, bonspring and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston, Ave., Chicago 22, Ill.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. A size 18x21-inch chairs. Our prices are lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chgo 5, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, 55c per box. General Chair Co., Chicago 22, Ill.

Complete seating service, sewn cushion and back covers. New cushions, parts. Chairs rebuilt in your theatre without interruption. Theatre Seat Service Co., 160 Hermitage Ave., Nashville, Tenn.

Save money! Artificial leather, all colors, 25x26" cut to size. 50c each in lots of 50, also sold by the yard. Send for samples. Manko Fabrics Co., Inc., 247-13 Jamaica Ave., Bellerose 6, N. Y.

For Sale: 1,000 Heywood-Wakefield chairs. Can be seen at Broadway Theatre, Albert Lea, Minn. Bargain price for fast deal.

Why worry about new chairs? Our rebuilds will serve your purpose and save you plenty: 293 rebuilt Andrews inserted panelback spring cushion, \$4.95; 223 rebuilt late International fully upholstered with spring edge cushions, \$8.95; 1,400 Ideal slidebacks, like new, \$13.95. Send for latest chair bulletin. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRES FOR SALE

Theatre For Sale: Selected listings in Oregon and Washington now available. Write for list. Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Build double parking drive-in theatres under franchise Patent No. 2,102,718, reissue No. 22-756 and improvements, patent pending. Up to 30 per cent more seating capacity with little additional cost. Louis Josseland, architect, 3908 S. Main St., Houston, Tex.

Pacific Northwest theatres for sale. Write Irv Boxman, sales manager, Theatre Sales (Div.), Fred B. Ludwig, Brk. 4229 N. E. Broadway, Portland 13, Ore.

Theatres for sale: Pacific Northwest. Listing in Oregon, Washington, Idaho. Write O. M. Durham, Sound Realty & Investment Co., 706 Stewart Street, Seattle, Washington.

Private listings—Good situations in Texas that will bear strict investigation. Information only at Southland Theatre Brokers, 408 S. Harwood, Dallas. Phone Randolph 8922

Theatres and businesses in Montana. Anything you may want. Write Gavin Realty, 127 W. Main, Missoula, Mont.

Theatre for sale: Wichita, Kas. Boxoffice, 4256.

Nicest drive-in, controls southwest county seat college town, 10,000. Trade area 75,000. Nearest drive-in 40 miles. Serves 12 towns. Completely modern, steel tower, 15 acres included. Excellent provable profits. Owner naval reserve. \$141,000, \$29,000 down. Serious, qualified prospects, please. Boxoffice, 4300.

Contact Walter Jackson, Realtor, Chillicothe, Mo., to buy or sell theatres.

Shreveport, Louisiana. De luxe drive-in theatre, \$175,000, half down. "Joe" Joseph, 2621 Milton, Dallas.

Lawton, Oklahoma. 800-car de luxe drive-in. Room for more needed speakers. The first and best in the state, \$175,000. A beautiful plant, doing plenty business. "Joe" Joseph, 2621 Milton, Dallas.

Dallas, Texas. 700 seats, suburban, brick building, two extra parking lots. \$80,000, half down. "Joe" Joseph, 2621 Milton, Dallas.

Wichita Falls, Texas. 300 seats, grind house. Sheppard Field Air Base in full swing. Chance to make it quick; \$10,000 cash total. "Joe" Joseph, Dallas.

Fort Worth, Texas. 900 seats, new de luxe suburban. Beautiful theatre in new shopping center with plenty parking space. \$75,000, half down. "Joe" Joseph, 2621 Milton, Dallas.

Birmingham, Alabama. 500 seats, near defense plant, suburban. Swell family set-up; \$10,500. "Joe" Joseph, 2621 Milton, Dallas.

Mississippi Gulf coast's finest theatre. All particulars my office. "Joe" Joseph, 2621 Milton, Dallas.

Timpson, Texas. Two theatres, includes "A" house building; \$44,000, about \$25,000 down. "Joe" Joseph, 2621 Milton, Dallas.

Modern theatre, 485-seat, town 5,000, eastern Pennsylvania; two apartments, store. Reason: Partner disagreement. Priced reasonable. Boxoffice, 4309.

THEATRES FOR SALE (Cont'd)

For sale: Small town theatre. Compelled to sell. Will sell at sacrifice price. Contact owner, Chester Norman, Geneva, Kas.

Ideal family operation, 350 seats, small Ohio town, trading area 3,500. No competition. Owner can't handle, will sacrifice for \$25,000 and finance right party. Boxoffice, 4315.

Michigan theatres: 187 seats, and ranging up to 659 seats. These are located in all parts of Michigan, priced from \$12,000 up, terms. To buy theatres in Michigan, write or call Edwin Van Sickle, Broker, Charlotte, Mich.

St. Petersburg, Fla., population about 100,000, tourists 300,000. For sale or lease downtown Capitol Theatre, 850 seats. Formerly leased to Paramount chain past 16 years. \$700 monthly. Will give long lease, \$700 monthly, one year's rent in advance, or sell \$125,000, half cash, or will sell half interest. Write owner, John Gilbody, 128 17th Ave., No. St. Petersburg, Fla. Phone 79-4174.

Texas outright lease: 675 seats, nice plant, flash front, ample parking. Everything, \$350 monthly rental. Also same arrangement, 900 seats. Everything, \$1,000 month. Experienced showman only. Write experience fully. Exclusive, Arthur Leak, 3305 Caruth, Dallas, Tex.

Attention, Theatre Buyer! Have \$32,000 equity in beautiful 3-year-old theatre, with rentals and living quarters. Must sell building and all. No reasonable offer refused, unlimited potentials, no dealers. Boxoffice, 4316.

Theatre, Cedar Rapids, Iowa: 450 seats, good business, ideal for family operation. Good lease, reasonably priced with terms. Owner has other business. Art Adams Agency, 311 O.R.C. Bldg., Cedar Rapids, Iowa. Phone 7832.

350-seat theatre. Small Kansas town. No other theatre within 20 miles. Property, building, all equipment, \$20,000 cash. Boxoffice, 4319.

POPCORN MACHINES

Popcorn machine, National console model, 16 oz. kettle, like new. For sale or trade. Watts Theatre, Oange, Iowa.

Popcorn machines, all makes, \$100 up. Kettles for all makes popcorn machines. Consolidated Confections, 1314 So. Wabash Ave., Chicago, Ill.

Burch, Manley, Creators, Star, all electric French fry types. 50 Hollywood type, theatre special electric poppers from \$250. Karmelcorn Equipment, 120 S. Halsted, Chicago 6, Ill.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Kahn, B-1329, Central Ave., Chicago 51, Ill.

AIR CONDITIONING

Heavy duty bucket blade exhaust fans at last year's prices: 12"—\$25.50, 16"—\$37.50, 18"—\$45.50. Prompt deliveries all sizes blowers and air washers. Send for details. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRE TICKETS

Prompt service. Special printed roll tickets, 100,000, \$26.70; 10,000, \$7.80; 2,000, \$4.95. Each change in admission price, including change in color, \$3 extra. Double numbering extra. F.O.B. Kansas City, Mo. Cash with order. Kansas City Ticket Co., 109 W. 18th St., Kansas City, Mo.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

THEATRICAL PRINTING

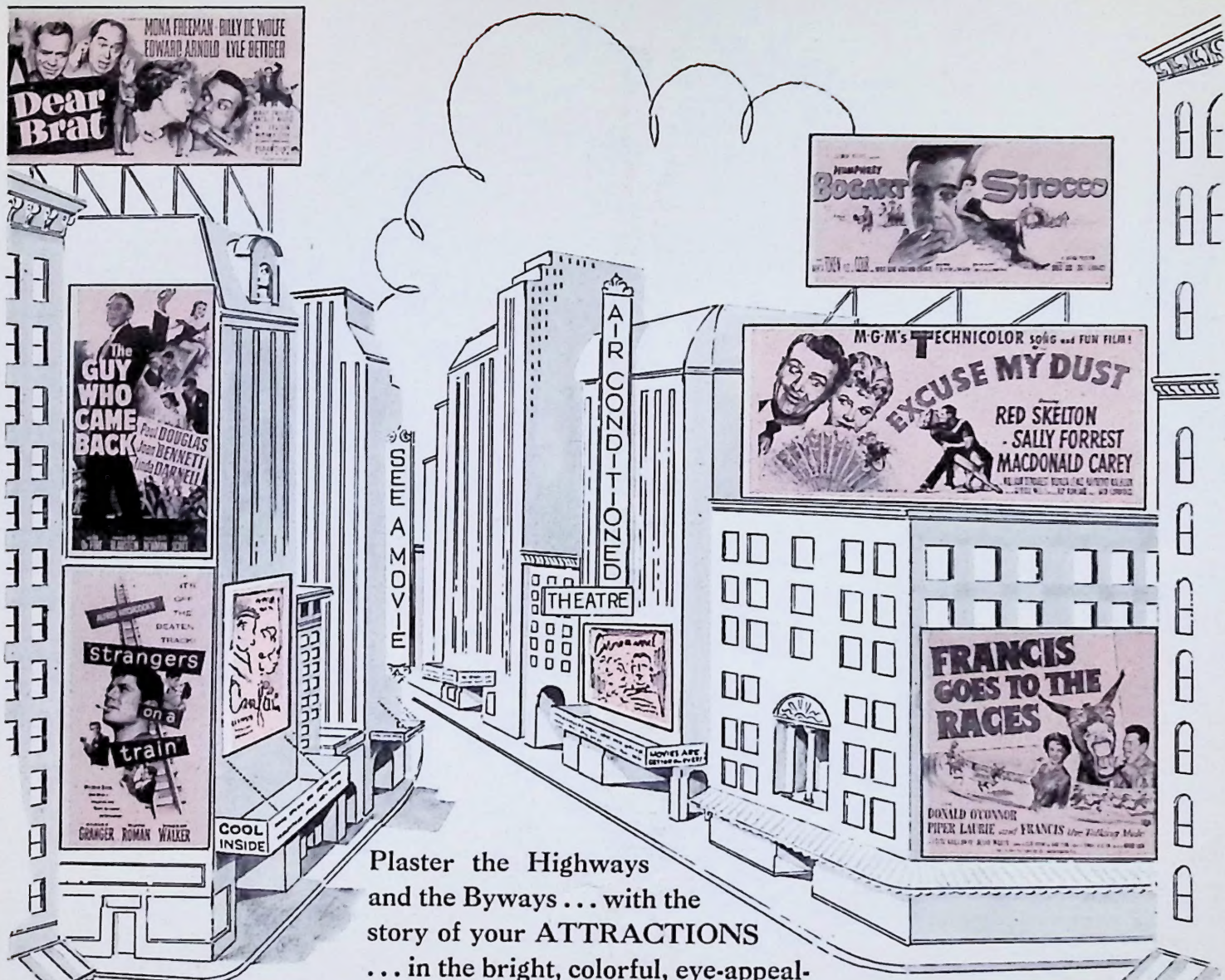
Window cards, programs, heralds. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y.

BUY! SELL! TRADE!
FIND HELP OR POSITION
Through
BOXOFFICE
Classified Advertising

15c A WORD

4 insertions for the price of 3

SELL YOUR PICTURES ALL OVER TOWN DO MORE **POSTING!**



Plaster the Highways
and the Byways ... with the
story of your **ATTRACTIONS**
... in the bright, colorful, eye-appeal-
ing lure ... of the **ONE SHEET** ... the **THREE SHEET**
... the **SIX SHEET** and **TWENTY-FOUR SHEET** ...
... the **BIG ARTILLERY** of *Showmanship* ... that finds its

target ... wherever there are peo-
ple ... to turn into **PATRONS** ... at
your **Boxoffice!**

DO MORE POSTING!

MAKE IT A BOXOFFICE ^{4th}

Keep 'em off the highways ... and in the thea-
tre ... Ask your NSS Salesman for the July 4th
Brochure of *Special Exploitation Ideas* for **IN-
DEPENDENCE DAY** ... Don't miss the magnifi-
cent **TRIBUTE TRAILER** especially produced to
create **GOOD WILL** amongst your patrons ...
Make it a profitable **FOURTH!**

NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

